Telfer's Good Carpets and Rugs.

WE PAY THE FREIGHT!

....Read Our Liberal Freight Proposition....

WE PAY THE FREIGHT ON ORDERS AMOUNTING TO $15.00 OR OVER

We will pay all freight charges to your local railway station on an order for goods from our catalog amounting to $15.00, or over. This applies to all parts of the United States, to any city or town, except to points in states named under our "Special Far West Freight Proposition," and to all goods except sewing machines, upon which we do not pay freight.

Our Special Far West Freight Proposition

Owing to the excessive freight rates prevailing, we cannot pay ALL freight charges to points in the Far Western states named below, unless the order received amounts to $40.00, or more, exclusive of sewing machines, on which we do not pay freight.

Arizona	Idaho	New Mexico	Washington
California	Montana	Oregon	Wyoming
Colorado	Nevada	Utah	

To the states named, however, we will equalize the freight, that is, pay freight charges to Denver, Colorado, or to any point as far as Denver on an order amounting to $25.00, or over, exclusive of sewing machines, on which we do not pay freight.

Two or more orders shipped in a single shipment to one address will be treated as an individual order and freight will be prepaid on same, provided the combined orders equal the amounts stated. Get your friends and neighbors to order with you and save the freight.

Important—Read this carefully. In all cases where the order you send us is large enough to entitle you to prepaid freight, we make it a point to see and do see that all freight charges are paid at the time shipment is made, but it sometimes occurs through errors in billing on the part of the railway company that the goods arrive at destination with charges on same. In such cases we request that you pay the amount promptly, taking agent's receipt for same and then send receipt to us when the amount paid will be promptly refunded to you.

Let Us Sew Your Carpets

It's a great convenience to have your Carpets sewed and all ready to put on your floor when received and we are well prepared to do this work. We employ expert carpet sewers—our workroom is equipped with the latest improved carpet sewing machines and we can promise you the very best of workmanship. While it is entirely optional with you whether you have your carpet sewed by us, our prices for making up carpets are so reasonable that you can hardly afford to take the time to do the work.

For Sewing Ingrain Carpets.

For 2 cts. per yard we will cut, match and sew any Ingrain Carpet giving you a perfectly flat seam. **2c** a yard.

For Sewing Brussels Carpets.

For 3 cts. a yard we will cut, match and sew any Brussels, Velvet or Axminster carpet without a border. **3c** a yard.

For Sewing Bordered Carpets.

For 6 cts. a yard we will cut, match and make into either a bordered carpet or rug any Brussels, Velvet or Axm'r carpet with border. **6c** a yard.

How to Get Carpet Samples

For the benefit of those of our customers who wish to see samples of our carpets before ordering, we will gladly submit a reasonable number of samples for examination. Our samples are 5 by 7 inches in size, large enough to give you a good idea of the quality and colorings in the carpet. We make no charge for the samples, but send them to you free, postpaid. All we ask in return is that you kindly see that the samples are returned to us within ten days after you receive them and that you pay the return postage.

WHEN WRITING FOR SAMPLES simply mention the numbers of the carpets that you would like to see samples of and they will be sent to you promptly.

WHEN RETURNING THE SAMPLES TO US always be sure to mark the package so that we can tell who they are from and give you proper credit for their return.

There is Nothing Gained by Sending for Samples

Fully three-fourths of our customers order direct from the catalogue. The colored photographs show the exact pattern and actual colorings in each carpet and give you a far better idea of the general effect of the carpet than you could possibly get from a small sample. Our descriptions are accurate and by reading them carefully you can tell exactly the kind of a carpet we offer. You run no risks for we accept your carpet order with the distinct understanding that if the carpet when received is not all that we represent it to be you can return it to us at our expense and we will promptly refund your money.

Our Remarkably Complete Showing of New Carpets and Rugs

Embracing our very latest offerings for this season in TELFER'S GOOD CARPETS

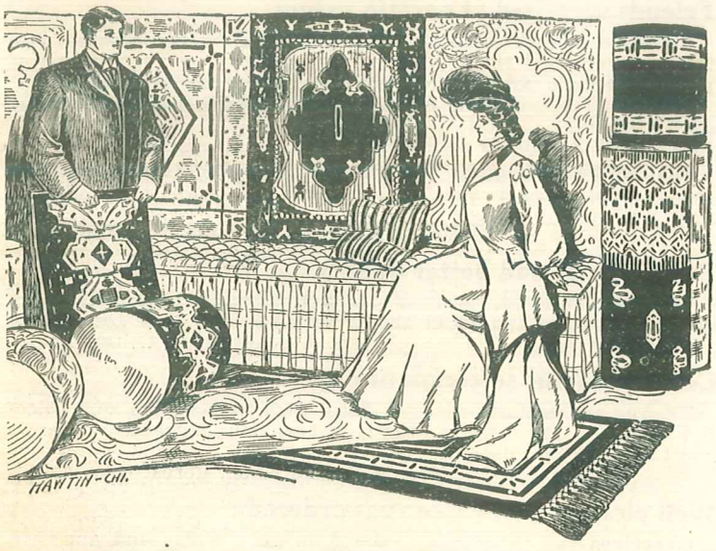
and representing what is without doubt or question the most complete and most varied line of floor coverings shown by any house in America today. Introducing handsome new color and design effects exclusive with us, entirely different from the common "stock" patterns usually offered, in carpets with just those qualities woven into every fiber which insure good wear and the best of satisfactory service.

Telfer's Direct-to-you plan

brings this immense city carpet and rug stock right to your very door—all but the city prices which are often double ours. You make selections from a stock so large, so varied, so carefully selected, that it embraces in its scope your every carpet want.

No matter where you reside

in the city, town, in rural community or on the farm, you have the same opportunity to purchase TELFER'S GOOD CARPETS, the same wide variety of handsome and exclusive new carpet and rug styles to select from, the same assurance of getting carpets that will please you, that you would have if you visited our store and made your selections on our carpet floors in person, and to make assurance doubly sure, you have our positive and unqualified guarantee that any and all goods ordered from us will be exactly as represented when received by you.



The colored plates in our catalog

are made direct from photographs of the different patterns illustrated, by the new and wonderful three color process, which reproduces the exact colorings in the fabric itself, and brings out with remarkable accuracy, every detail of design and texture. From the plates and the accurate descriptions we give you, you can tell exactly what you are getting in colorings, in design and in quality as well.

With our catalog on hand

you can select at your leisure and in the quiet of your home just the carpets or rugs that will harmonize best with your room furnishings, standing a far better chance of getting carpets that will please you than if your choice was made hurriedly in a store. Moreover, you are not influenced in your selections by the arguments of a clever salesman who may have reasons for wanting to sell you some particular carpet. You get the carpet styles, the carpet qualities, that suit *you*, you pay only the price *you* wish to pay, and you *do* unquestionably save money by dealing with us besides.

Why we can save you money

In the first place, we have an immense carpet outlet. Each season we carpet throughout many thousands of homes. TELFER'S GOOD CARPETS are sold from Maine to California, from the Great Lakes to the Gulf, there is scarcely a village, town or city to which we have not made shipment. This vast carpet business, the large and ever increasing demand for our goods enables us to make our purchases at first hands direct from the weavers, and to entirely eliminate all jobbers and middlemen. We contract for enormous quantities of goods at prices which are only accorded to a few of the very largest quantity purchasers. We own our goods absolutely right.

Our economical selling plan

reduces our selling expenses to the very lowest point and you can readily understand, too, that selling in the quantities we do—selling thousands of yards each season of each grade of carpet catalogued, we can figure a very small profit indeed on each individual sale—on each yard of carpet sold—and still make a very respectable sum in the aggregate, on the large volume of our business. This combination of right buying—quantity buying and economical selling—quantity selling, places us in a position to quote you rock bottom prices on a carpet or rug proposition of any kind. No concern anywhere, large or small, can or will give you more real carpet value for your carpet dollar than the TELFER CARPET COMPANY—just remember that.

Our very liberal freight proposition

as fully explained on the inside front cover of our catalog results in a still further and very decided saving to you, and while some houses belittle the item of freight charges and try to make it appear that they are very small, you will invariably find that they are heavy enough when you come to pay them. We pay out hundreds and hundreds of dollars for freight every year that would otherwise come out of our customers' pockets. Order TELFER'S GOOD CARPETS, comply with our easy conditions and get the freight prepaid.

Our Absolute Binding Guarantee of Satisfaction

goes with every carpet, every rug, every pair of curtains ordered from this catalog and makes you doubly safe in dealing with us. We say simply this: select the goods you want from our catalog, send us your order, remitting catalog prices for same. We will make shipment with the express understanding that if the goods when received by you are not exactly as represented by us, or if they fail to come up to your expectations in any way, you may return them promptly at our expense and we will as promptly refund your money. A plain, straightforward statement that means exactly what it says.

Patterns, Styles and Colorings

You would very naturally expect to get the handsomest carpet styles, the most pleasing color effects, the very choicest things in the carpet and rug line from an exclusive carpet house like this and that is exactly what we offer. We go into the largest carpet centers of America and from the offerings of all the leading makers, we select just those distinctive carpet patterns of latest design which will give character to the home furnishings and almost invariably the patterns selected are confined exclusively to us. If you want to get the richest furnishing effects, if you're looking for something just a little different in carpets and rugs order TELFER'S GOOD CARPETS.

If you are a little undecided

as to just what you want in the way of a carpet or rug for some particular room, state about the price you wish to pay, give the color of your wall paper and the predominating color of your other room furnishings and we will then either make a selection for you which will be in good taste and which we guarantee will please you in every way, or will write and give you our opinion as to what we think would be the most suitable for the room in question We have made a great many selections for our customers in this manner and have never yet had a single complaint.

We Invite Correspondence from You

upon all matters pertaining to carpets or rugs. Write us freely. Ask questions. Write us about any point which is not made plain in the catalog. Submit your difficult carpet problems to us and let us help you solve them. Ask for estimates showing exact cost of making up any of our carpets, either with or without border to match, to fit your room or rooms. Let us send you special samples if they are wanted. In brief, avail yourself of our broad experience and practical knowledge as expert carpet men; it is freely at your service. By so doing you do not obligate yourself in any way to purchase our goods.

TELFER'S GOOD CARPETS PLEASE OUR CUSTOMERS

Read what we say about our carpets, then read what our customers say. TELFER'S GOOD CARPETS are extensively advertised—they are known and used in thousands of homes in every state and territory in the Union and in Mexico and Canada as well. In these homes the name "Telfer" stands for all that is best in floor coverings—for superior qualities—for entirely new, up-to-date carpet and rug designs—for perfect goods (no "seconds" at any price)—and last, but by no means least, for real carpet economy. We have received hundreds of letters like those below, commending our goods in the highest terms.

Axminster rug is simply a dream

The rugs and mattings are received and I can't express my delight with them. The Axminster rug is just simply a dream.
Anna Foltz, Homer, Nebr.

Better than rug ordered from Chicago

The rug you sent us is a dandy—better than we expected for the price. We got one from Chicago last month supposed to be the same grade of Brussels, but it is not nearly as good or pretty in colors and design. F. B. Roberts, Lohrville, Iowa.

Saved 30 per cent on his purchase

I received the carpets and rug ordered and they were all O. K. I am certain I saved 30 per cent by dealing with you.
Peter Brosins, Ohl, Penna.

Paid 35 per cent Custom's duty and saved money

I have received the goods ordered from you and am very much pleased with them indeed. After paying a duty of 35 per cent I have saved 50c per yard over local prices.
E. P. Powe, Van Couver, B. C., 1343 Richard St.

Could not duplicate our values for double

The goods ordered have just arrived and we are more than pleased with them. I could not buy the same grade of goods here for twice the money. Henry Herried, Summit, S. D., Box 162.

Saved $5.00 on her art Square

My Velvet Art square was received yesterday and fully met my expectations. I saved $5 by ordering from you.
Mrs. W. L. Good, Moodyville, Kan.

Telfer's Good Carpets in actual use

The carpets I bought of you have been in every day use for nearly three years and have proven very satisfactory. Please send your catalog, as I would like to place another order with you.
Mrs. Frank Scholley, Shelton, Conn., Box 283.

Goods represent three satisfied customers

The carpets arrived a week ago and represent three satisfied customers. The rugs you sent me were certainly fine.
Ed A. Cole, McConnelsville, N. Y.

From a Chicago customer

I take great pleasure in writing you regarding the merits of the rugs recently sent me—they were entirely satisfactory in every respect, and I hope to send for some more soon.
Mrs. B. Listerman, Chicago, Ill., 683 Fullerton Boul.

Would have cost at least $10.00 more money

I received the rugs and the colors are much prettier than they are in the catalog. They would have cost me at least $10 more money had I bought them here.
Mrs. Jas. Ramage, Stevens Point, Wis., R. No. 1.

Lace curtains ordered were fine

I received my carpet, was well pleased with the carpet and with the measure you gave. The lace curtains were fine to say the least and I am the cause of you getting another order or two from this neighborhood. Mrs. C. F. Dickmeier, Morton, Minn., R. No. 2.

Carpet looks even better than sample

The carpet received is now on the floor and my wife thinks it looks even better than the sample. It was just the right size, too.
C. E. Smith, Archie, Mo.

Saved at least $10.00 on her purchases

Never before have I experienced such bargains in rugs as those offered by you this season. I can safely say that I saved at least $10 on my purchases, while as to quality and patterns your firm surpasses all others. Maude Holland, Leveret, Ills.

Astonished at low prices paid

My parlor rug is a beauty, also my dining room rug, in fact everything is all O. K. My friends are all astonished at the low prices paid. Mrs. Bob Hillis, San Angeles, Texas.

Could not have been pleased better

Your shipment of rugs and curtains came a few days ago and I can say in all sincerity that I could not have been pleased better had I been in your store and selected each one.
Mrs. Wm. H. Dill, Okemah, Ind. Ter.

Saved $8.00 on her Axminster carpet

We received the carpet ordered last Saturday and are much pleased with it. We saved at least $8 on our purchase.
Mrs. John Dinsdale, Woodland, Calif.

Received good treatment at our hands

The goods I purchased of you recently are all satisfactory in every way and I consider I received good treatment at your hands.
H. A. Mansfield, Jonesport, Maine.

Pleased and delighted with goods

The bill of goods ordered was received yesterday all O. K. and I am perfectly pleased and delighted with them.
Mrs. J. T. Ward, Watkinsville, Ga.

Friends surprised at curtain values

I received the curtains ordered and am very much pleased with them. Every one that sees them is surprised at the low prices paid. You could not buy the same curtain here for less than $4.
Susie Rowe Reynolds, Leslie, Mich., Box 176.

Finds our goods as represented

We received our goods in good order and find them very satisfactory, fully as good as represented. Will do all we can to increase your mail order business.
Mrs. T. L. Beech, Coalville, Utah, Box 90.

Prettier rugs and better quality

The goods ordered, received—am well pleased with all—the rugs are much prettier and better quality than we could have gotten here for the same money. Mrs. J. B. Reynolds, Colfax, La.

Commends our selection of rug

The rug and curtains received and I wish to commend your selection of same. Feel sure the rug is just what I should have selected had I seen all your designs.
Mrs. W. H. McDaniel, Forest City, Ark.

Well pleased with three rugs ordered

I received the three rugs ordered in good shape and am very much pleased with them. Thanks for good attention.
David Sykes, Long Branch City, N. J.

More than pleased with trial order

Mrs. S—— H—— gave me your catalog to look over and we decided to give you a trial order. To say that we are satisfied and delighted with the goods will not express our feelings.
Mrs. Rue C. Hinzman, Auburn, West Va.

Saved money on her ingrain carpet

My carpets arrived yesterday and I am much pleased with them. Could not get an all-wool carpet like your 63c carpets for less than 78c here. Mrs. Clyde Matthews, Alva, Okla.

Will receive her orders in future

The carpets and curtains ordered are beautiful and I assure you that you will receive my orders in the future.
Mrs. Annie McDonald, Milford, Ind.

Rugs were fine, also curtains

We received our carpet and are very much pleased with it. The rugs ordered were fine, also the curtains. Wishing you success.
Mrs. Allen West, Buffalo, Wyoming.

Will advise her friends to send to us

I am so well pleased with my carpets and curtains—they far exceed anything I could get here for the money. I shall advise my friends to order from you.
Mrs. Hattie Williams, Murray, Idaho.

TELFER'S GOOD CARPETS WILL PLEASE YOU

Our Responsibility.....

You want to know and we want you to know

that you are dealing with a thoroughly responsible house when ordering from us. A house that will live up to its agreements and make good every promise. It makes our business relations more pleasant and agreeable. The following letter explains itself:

R A CRAWFORD President
D S CHAMBERLAIN Vice Pres't
W E BARRETT Cashier

NO. 2886
Valley National Bank

U S DEPOSITARY
CAPITAL $200 000 00
SURPLUS $100 000 00

Des Moines, Iowa.

To whom it may concern:
The Telfer Carpet Co. is a corporation engaged in the retail and mail order carpet business in this city.
We are acquainted with the stockholders and officers of the company and know them to be good business men, reputable citizens and reliable in every way.

Yours very truly,
W E Barrett
Cashier.

We refer you by permission

to the above bank, to the agent of any Express company doing business in this city, to the publisher of any paper published in Des Moines, or to almost any business concern in this city, where we have been engaged in the carpet business for the past eight years.

And we especially refer you to

our thousands of patrons, some of which are located in nearly every city or town in the country—the people who have bought and used our goods—the people who have dealt with us and know our business methods.

The publisher of your favorite magazine

or periodical can also doubtless inform you as to our standing, as our advertisements appear in nearly all the high-class publications of the country. When making inquiries always be sure to inclose a two-cent stamp for reply.

A Personal Guarantee...

S. B. TELFER.

If you feel that you have even the slightest cause for dissatisfaction, either with the goods ordered or with the treatment received at our hands, write to me personally and the matter will be adjusted to your entire satisfaction.

Yours very truly,
S B Telfer
President and Manager.

The Most Important Point for You to Consider When Buying a Carpet or Rug is Quality

Value, real value in carpets or rugs is not measured by what you pay, but by what you get in return for the money you expend. A carpet may be a genuine Bargain at 85c a yard while another carpet similar in appearance may be high priced at 75c. There's no satisfaction in learning when too late that you've saved pennies on the first cost of your carpet and lost dollars in wear, service and satisfaction by so doing. While we at all times quote the very lowest prices on our goods we never, under any circumstances or conditions, sacrifice quality in order to quote a seemingly low price, for we realize fully that unless a carpet has in it those wear-resisting qualities that stand for years of service it will prove a mighty poor investment for you no matter how little you pay for it. You can order TELFER'S GOOD CARPETS with the full assurance that you are getting good, honest value in return for the money you expend and with the further assurance that the carpets or rugs you order will meet in the fullest measure, those exacting demands of service that come with actual use.

How to Order Carpets and Rugs--Read Carefully

In ordering carpets or other goods from this catalogue it is not necessary that you should mutilate the book by cutting out the illustration of the goods. Simply order by catalogue number, giving price and stating quality and we will know exactly what you want.

Waste in Matching Carpets

In ordering a carpet cut and matched you should make an allowance for waste in matching the figures as it is very seldom a pattern will cut to match at the exact length of your room. For example, if your room is 15 feet long and the pattern you selected cut to match at 15 feet and 9 inches there would be a waste of 9 inches on every strip of carpet ordered. You should allow us at least one yard for matching in every twenty yards and if it takes less than that amount to match the carpet we will use only what is necessary and refund the difference to you. Unless otherwise instructed we leave this waste right on the carpet, making it just that much longer than the actual length of the room.

Be Sure to Send Enough Money

to pay for the goods you order as it will save delay in filling your order and writing back and forth as well. It is better to send a little too much money than not enough, for if you remit more than the correct amount we will refund the balance due you promptly.

Make Your Remittances

payable to Telfer Carpet Co., Des Moines, Iowa, and send money either by Registered Letter, Postoffice Money Order, Bank Draft or Express Money Order. Money sent in any other way is sent at your risk.

State How You Want Goods Shipped

whether by freight or express, give shipping point and name of railway or express company that you want goods shipped by. If no mention is made we ship by most direct route. Bulky goods, such as carpets, rugs, linoleums, oil cloths, mattings, etc., should be shipped by freight.

The Prices Quoted in This Catalog

are our very lowest net cash prices for the goods in each instance and we do not deviate from the prices quoted under any circumstances. We employ no agents, allow no commissions, give no premiums and sell no goods on the installment plan. If we were to do any one of these things we would simply be obliged to charge more money for our goods and you would not be the gainer in the long run. TELFER'S GOOD CARPETS are sold strictly on their merits. They are well worth the prices we ask for them.

Amount *of* Different Kinds *of* Carpet Required to Carpet a Room

Below we give a table showing the number of yards of the different kinds of carpeting required to carpet rooms of various sizes. If you want an ingrain carpet refer to the first column; if a Brussels, Velvet or Axminster carpet, WITHOUT A BORDER, to the second column; if a Bordered carpet or rug of either Brussels, Velvet or Axminister carpet, to the third column. In estimating the number of yards we have made a small allowance in each instance for matching the figures—about what would ordinarily be required—but, of course, you understand this will vary according to the pattern you select.

If the Exact Size *of* Your Room is Not Given

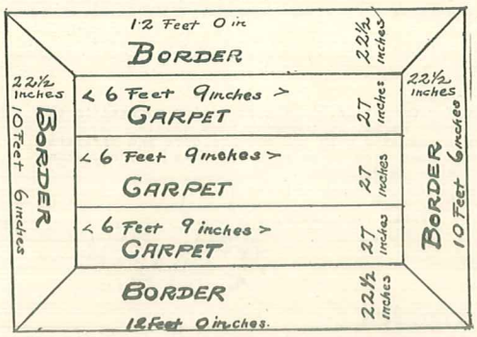
and you are in a hurry for your carpet, send us enough money to pay for the room next largest in size, being careful to give exact measurements of your room and we will cut the carpet to fit, using only what is actually necessary, and charging you for that amount. The balance due you will be refunded promptly.

NOTE.—The carpets below are all figured so that the strips will run the long way of the room. Sometimes a carpet will cut to better advantage by running the strips the short way instead. If you want the carpet cut to the best advantage, please mention the fact when ordering.

SIZE OF ROOM Ft. In. F. In.	Number of Yards of Ingrain Carpet Required	Brussels, Velvet and Axminster Carpets without Border	Brussels, Velvet & Axminster with Border (Border Included).
6— 0—x— 9—0	6¼	9½	11¾
6— 0—x— 9—6	6½	10	12¼
6— 0—x—10—0	7	10½	12¾
6— 0—x—10—6	7¼	11	13¼
6— 9—x— 9—0	8	9½	13½
6— 9—x— 9—6	8½	10	14
6— 9—x—10—6	9¼	11	15¼
6— 9—x—11—0	9½	11½	15¾
7— 6—x— 9—0	8	11½	15
7— 6—x—10—0	8¾	12¾	16¼
7— 6—x—11—0	9¾	13¾	17½
8— 3—x— 9—0	9¾	13	15½
8— 3—x— 9—6	10¼	13¾	16
8— 3—x—10—0	11¼	15	17¼
8— 3—x—11—0	11¾	15¾	18
8— 3—x—12—0	12¾	17	19½
8— 3—x—13—6	14¼	19	21½
8— 3—x—15—0	16	21	23½
9— 0—x— 9—0	9¾	13	17
9— 0—x— 9—6	10¼	13¾	18
9— 0—x—10—6	11¼	15	19½
9— 0—x—12—0	12¾	17	22
9— 0—x—13—6	14¼	19	24¼
9— 4—x—10—6	13¼	16¾	20
9— 4—x—11—6	14½	18¼	21½
9— 4—x—12—0	15	19	22¼
10— 6—x—10—6	13¼	18¾	21½
10— 6—x—11—0	13¾	19½	22½
10— 6—x—12—0	15	21	24¼
10— 6—x—13—6	16¾	23¾	26¾
10— 6—x—15—0	18½	26¼	29¼
11— 3—x—12—0	17	21	26¼
11— 3—x—13—0	18¼	23	28¼
11— 3—x—14—0	19¾	24¾	30
11— 3—x—15—0	21	26	31¾
12— 0—x—12—0	17	23	28
12— 0—x—12—6	17¾	24¼	29
12— 0—x—13—0	18¼	25¼	30
12— 0—x—13—6	19	25¾	31
12— 0—x—15—0	21	28¾	34
12— 4—x—13—0	20¾	25	30¼
12— 4—x—13—6	21¼	26	31¼
12— 4—x—14—6	22¾	28	33¼
12— 4—x—15—6	24¼	29½	35¼
12— 9—x—13—6	21¼	28¼	31¾
12— 9—x—14—6	22¾	30½	33¾
12— 9—x—15—6	24¼	32½	35¾
12— 9—x—16—6	26	34½	37¾
13— 6—x—14—0	22	29½	35¼
13— 6—x—14—6	23	30½	36¼
13— 6—x—15—6	24¼	32½	38¼
13— 6—x—16—0	25	33½	39½
13—10—x—15—0	26¼	34	37½
13—10—x—16—0	28	36	39½
13—10—x—17—0	29½	38	41¾
14— 6—x—15—0	26¼	34	39¾
14— 6—x—16—0	28	36¼	42
14— 6—x—17—0	29½	38¼	44½
15— 0—x—15—0	26¼	36½	40
15— 0—x—16—0	28	38¾	42¼
15— 0—x—17—0	29½	41	45

To Find the Number of Yards of Carpet and Border Required

to make a bordered carpet or rug. When ordering a bordered carpet or rug be sure to allow for enough yardage, as it will save time in writing back and forth. You may not know how to estimate the number of yards correctly, but if you will study the diagram shown for covering a room 10 feet and 6 inches wide by 12 feet long, and will note carefully the following remarks, you will have no difficulty in estimating the number of yards.



The extreme outside measurements of the room or space to be covered, added together will give the amount of border required.

10 ft. 6 in.
10 ft. 6 in.
12 ft. 0 in.
12 ft. 0 in.
3)45 ft. 0 in.
15 yards

On the diagram shown this would be 45 feet which, divided by 3 to get the number of yards is 15 yards.

This covers the entire space on the diagram marked "border." You have now simply to find the number of yards of carpet 27 inches wide required to cover the space in center of the diagram marked "carpet."

To Find the Number of Strips of Carpet

The width of the border is 22½ inches and of the two borders 45 inches.

The width of the room is 10 feet 6 inches or.....126 in.
Deducting the width of the two borders ..... 45 in.

Gives width of space to be covered with carpet..... 81 in.

As the carpet is 27 inches wide, dividing 81 by 27 gives, 3, the number of widths of carpet required.

To Find the Length of Each Strip of Carpet

The length of the room is 12 feet or .....144 in.
Deducting for the two borders ..... 45 in.

Gives the length of each strip of carpet..... 99 in.

99 inches is equal to 8 feet and 3 inches, which, multiplied by 3 (the number of strips) is 24 feet and 9 inches, or 8¼ yards—the amount of carpet required.

Number of yards of border required is.....15
Number of yards of carpet required is.....8¼
Allowance for waste in matching 1

Total number of yards 24¼

The carpet and the border is the same price per yard and having found the number of yards needed you have only to multiply this by the price of the carpet per yard to find exactly how much money you should remit to us for the carpet.

This is Merely Given as an Example

but by proceeding in the same manner you can correctly estimate the yardage necessary for a room of any size or for a bordered rug.

Carpet Rugs of Any Size

can be made from any of our carpets having a border to match. Instead of ordering a bordered carpet to cover the entire room many of our customers now prefer to use bordered rugs, leaving a margin aound the outside edge of the room. This method is much in vogue in the larger cities. The margin may be any width from 6 to 24 inches (or even a trifle more) and it does not detract from the appearance of the room if the margin on the sides is not exactly the same that it is on the ends of the room. The space remaining may be covered with matting or plain filling or the floor may be stained to imitate a hardwood floor. This materially reduces the cost and gives you a hygienic and up-to-date floor covering.

We Send All Pieces of Waste to You

with your carpet—all cuttings, etc., including the waste that comes out of the corners in mitering a bordered carpet or rug.

Carpets Without Borders

To find the number of yards of Brussels, Velvet or Axminster carpet without the border required to carpet your room, take width of room in inches and divide by 27 to get the number of strips. Multiply number of strips by the length of the room in feet and you have the number of feet of carpet required. Divide this by 3 to get the number of yards. If your room takes more than even strips allow for an extra width if the space is less than 13 inches and for a full, extra width if the space is more than 13 inches.

Elegant New Axminster Carpets

Rich, Soft, Luxurious High Pile Carpets that Will Lend Beauty *and* Character to *the* Furnishings of Any Home

$1.35 a Yard for These, the Very Finest Axminster Carpets Produced

For 3 cents a yard extra we will cut, sew and make up any Axminster carpet without a border. **For 6 cents a yard extra** we will cut, match, fit and make up into either a bordered carpet or bordered rug any Axminster carpet with border to match, giving you at these low prices our best expert service—an important point to consider when buying a high grade carpet. Don't fail to make proper allowance for matching when ordering.

3301 Our new and very high grade Dresden design 27 inch width Axminster carpet. See color plate on page 21. Price per yard **$1.35**

There Are Axminster Carpets

and Axminster carpets of many varying grades and qualities, so that the name Axminster alone means nothing, only indicating a certain fabric, and the point we want to impress upon your mind—to tell you once, and then repeat again and again for emphasis—is that the high grade carpets we are offering at this $1.35 price are the finest Axminster carpets produced today.

An Axminster Carpet Entirely Out of the Ordinary

in a new and improved weave and in an extra fine quality, heavy in weight, having a long, deep pile—a carpet soft as down itself, like velvet to the tread, rich, luxurious, but with years of wear and service giving qualities in every fiber of its makeup. This carpet has a rich, lustrious finish and is one that will be in keeping with the finest furnishings or draperies in your home—in any home.

Mere Words Are Entirely Inadequate

to properly describe this carpet, and no mere illustration can more than faintly suggest its beauty. By referring to our colored plate, however, on page 21, you can form a very good general idea of this carpet. It has a soft, light gray background, on which appears the Dresden design in shades of brown and tan. At the base of this design is a cluster of small flowers in pink with foliage in green, and you cannot fail to note the pleasing effect produced by the blending of these richly contrasting colors. Nothing handsomer, nothing better, nothing more desirable in the way of a fine Axminster carpet can or will be offered than this handsome new floral design.

By Having this Carpet Made Up With Border

to match, into either a large bordered carpet or rug you will get the richest possible effect for your room, and we suggest that you have it made up in this manner. If you prefer the carpet plain, however, without border, we can furnish it in that way. Made up in any one of the three ways in the very best manner by our expert workmen, you will have a carpet on your floor that will be a source of great pride and unending satisfaction to you for many years to come—a carpet that will prove to be the best—the very best investment you ever made. Price per yard..... **$1.35**

3302 Our rich dark green and pink Floral design 27 inch width extra high grade Axminster carpet. See color plate on page 21. Price per yard **1.35**

A Handsome New Prize Design Axminster Carpet

entirely new for this season and without exception the very handsomest pattern we have ever shown in this very popular green and pink color combination If you were to visit the very largest city carpet stores and ask to see the richest and best Axminster carpets that were offered, you would find nothing that in any way approaches this No. 3302 carpet in style, in colorings or in general effect.

By Referring to Our Color Plate on Page 21

you can form a very general idea of this carpet, and you can then easily imagine how much richer, how much handsomer, how much more attractive in every way this carpet will look when made up in the large piece and properly laid on your floor. Beauty, service and artistic effect are combined in a marked degree in this elegant new parlor design Axminster carpet—a carpet of the very highest quality that will give you many years—practically a lifetime of service—and a carpet we offer to you at a saving of 40 cents per yard over the prices prevailing in the city stores.

It's by Offering Just Such Styles

as this—different styles—exclusive styles—together with sterling carpet qualities—by offering you strictly high grade floor coverings for even less money than you usually pay for inferior weaves—that we introduce TELFER'S GOOD CARPETS into thousands of new homes each season.

This Carpet Has a Beautiful Border

22 inches in width which exactly matches it in colorings and design and if you will place your order and allow us to make up this carpet for you into either a large bordered carpet or bordered rug of any size, we will guarantee to send you a carpet not only better but handsomer by far than anything in your locality—a carpet that will be a source of pleasure to you at time of purchase and for years to come as well, and one that will be a source of admiration to your neighbors and friends as well. If you want the carpet made up without border, the effect will be scarcely less pleasing. Price per yard..... **$1.35**

3303 Our rich new Oriental design, 27 inch width very finest Axminster carpet. See color plate on page 21. Price per yard.. **$1.35**

In No Other Catalog Will You Find

an Axminster carpet of the same high quality, listed at the same low price—we make this statement without reserve and we make it without fear of successful contradiction, we tell you further, too, that in any carpet department in America—large or small—you will pay at least $1.75 for carpets which in most cases are not nearly as desirable in quality.

Don't Pay Less Money and Think

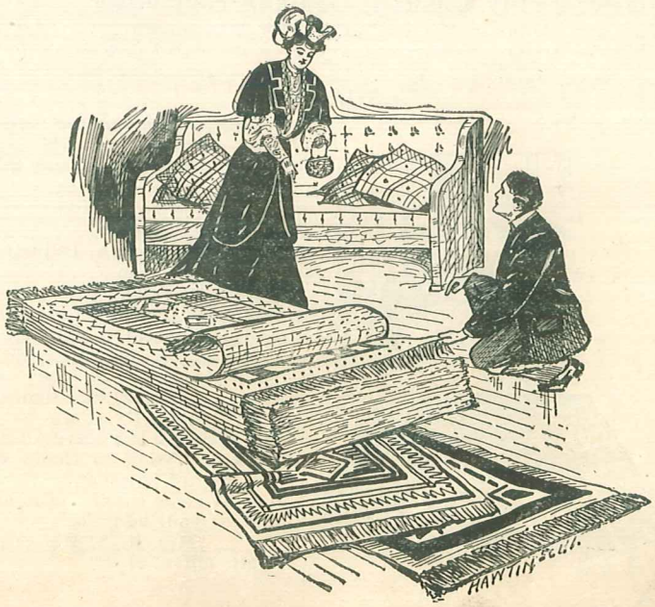
you are getting the same desirable quality—don't pay a higher price thinking you are getting better carpet. Examine, compare—get samples showing quality, it is all we ask or desire. This is a line of carpets we offer to those of our customers who want the best, who want a carpet entirely out of the ordinary, and infinitely better than what is usually offered, and we find the demand for this class of goods increasing each season, which is doubtless in a measure due to the fact that we are selling these extra high grade carpets at a price even lower than you would ordinarily pay for goods of indifferent quality.

This New No. 3303 Axminster Carpet

which is shown in our color plates is one of the strongest and most effective oriental designs we have ever offered in our catalog, something different from what you will find in the average carpet stock, a high class and distinctive carpet effect, a carpet of many richly contrasting colors, but in which no one color can be said to predominate. The background of this carpet is in a medium shade of tan or light brown and at least a dozen different shades and colors are used in producing the Oriental design—black, tan, rose, red and various shades of green. If you are partial to an Oriental design carpet, here is one that simply cannot fail to please.

The Handsome 22 Inch Wide Border

which exactly matches this carpet in colorings and design, makes it doubly attractive in every way and with the border we can make up the carpet for you into a large bordered carpet to cover your entire room or a bordered rug of any size wanted, or we can furnish the carpet without border as preferred. Let us submit figures showing exact cost to you made up in any one of the three ways, then place your order with us and let us save you 40 cents per yard on this high grade Axminster carpet. Price per yard..... **$1.35**



Our Special New Axminister Carpets at $1.07

Parlor floor coverings of surpassing beauty popularly priced

For 3 Cents a Yard Extra

we will cut, match and sew any Axminster carpet without a border. **For 6 cents a yard extra,** much less than is usually charged, we will cut, match, fit and make up any Axminster carpet to match into a bordered carpet or rug of any size. Giving you in every detail expert "Telfer" workmanship. **Don't forget to allow at least one extra yard** in twenty for matching the figures.

3304 Our new light tan ground scroll design 27 inch width Genuine Axminster Carpet. See color place page 21. Price per yard **$1.07**

One of Our Altogether Pleasing

new carpet styles for this season—one of our very choicest offerings—in an entirely new prize Scroll design genuine Axminster carpet of surpassing beauty. There is no carpet woven today in which it is possible to produce such pleasing effects, such soft, delicate tints of color and shading as in the Axminster fabric, and in this new number—our number 3304—with its light tan ground and attractive floral and scroll design we offer a carpet which is sure to be in big demand, in fact we are confident it will prove to be one of the best—if not the very best selling carpets in our entire line this season.

At Our Special Low $1.07 per Yard

price we expect to have and will have a phenomenal sale on these goods, thousands and thousands of yards of the carpets will be sold. TELFER'S GOOD CARPETS will be introduced into many new homes, so that while our margin of profit is very small—considering the state of the market today on these goods—considering further the fact that we're offering you a genuine Axminster carpet, the large volume of business done will more than offset this, besides it's the "Telfer" way—small profits, but lots of sales.

This Carpet is Woven by One of the Largest

and best known carpet mills of the country, it is one we can highly recommend as a carpet that will keep its original bright, pleasing colors, the dyes used being absolutely fast. In fact, from every standpoint this is not only a much handsomer, but a much better carpet than you would ordinarily buy at this low price—a carpet for which you would pay at least one-fourth more money.

But Entirely Aside from the Saving

aside from everything else, think what a source of pride, of satisfaction, of real enjoyment it will be to have this rich new carpet on your floor. You can easily imagine how much it will add to the furnishings of your home—how much handsomer a carpet you will have than any of your friends and neighbors. Just send in your order, let us make up the carpet either with the 22 inch border to match, as a large bordered carpet or rug, or as a plain carpet without border to cover your entire floor. You'll never regret your purchase—not for a moment—either now or later. Price per yard **$1.07**

3305 Our handsome light tan Dresden design 27 inch width Genuine Axminster Carpet. See color plate page 21. Price per yard **$1.07**

A New, Richly Colored, Genuine Axminister

carpet—an exclusive "Telfer" design for this season, with effective light sage green ground work and in a decidedly attractive floral design. By referring to our color plate on page 21 you will see the exact colorings in this carpet with every detail of design, but you will appreciate the fact that the carpet itself must be seen to be fully appreciated. You will have to see it matched and made up to get its full rich effect.

This Carpet is Entirely Different

from anything you will be shown in the average carpet stock. In real carpet beauty, in real wealth of rich harmonious colorings, it far surpasses any floral design carpet you will be shown this season at anything near this same low price. On the light green ground work is a large cluster of flowers and foliage in many richly contrasting shades of cream, light green, light yellow, orange, olive, brown, pink and dark red, and the central figure in this design is the large full blown rose which appears prominently in the foreground.

If You Are at all Familiar

with the prices usually prevailing on a carpet of this kind you will understand that at the price quoted—our special $1.07 per yard price—we are giving you remarkable carpet value and at the same time we want you to consider further that we are giving you a thoroughly good carpet; a carpet that will meet every reasonable demand in wear and service, in actual use—a carpet having a long, deep nap and soft velvety pile—that will give you as rich an effect on your floor as you could possibly ask for or desire.

As You Will Note by Our Colored Plate

we have a 22 inch border that exactly matches this carpet in colorings and design and if you want to get the very richest effect you can possibly secure, we suggest and advise that you have this carpet made up with border into a large bordered carpet or bordered rug of the size wanted, as the border gives a finished appearance to your room which cannot possibly be secured in any other way. If you do not care for the border, however, we will furnish the carpet plain to cover your entire floor, and the cost of carpeting your room in this manner will be even less than it will with border, while the effect secured will be only a trifle less pleasing. Price per yard..... **$1.07**

3306 Our beautiful new sage green ground, floral design 27 inch width Genuine Axminster Carpet. See color plate on page 21. Price per yard..... **$1.07**

If You Are Partial to the Light Tan

colorings in a carpet—than which none are more popular, or more in demand, you will certainly revel in our offerings this season, for we are showing so many really handsome carpets in those colorings, that it will not be a question at all of getting a carpet that will please you, but rather of trying to decide which particular carpet will please you best. In making your final desicion, however, you should not overlook this new Dresden design for it is certainly a beauty—one of our rich new light tan effects of which we're especially proud.

This Carpet has a Soft, Creamy, Shaded

tan ground and new Dresden mirror design, entirely out of the ordinary. The mirror effect is brought out in Nile green. Resting on the base of this design is a cluster of full blown and half blown tea roses in pink, with foliage in exquisite, harmonious shadings of green and light tan and the same general design is carried out in the border as shown in our illustration.

It's Simply out of the Question

to get such effects as this in the average line of carpets, in the average carpet stock. We not only claim to offer but do offer more real carpet style, more real carpet beauty, more real carpet value for your carpet dollars than you can or will secure elsewhere. That's why TELFER'S GOOD CARPETS make so many well pleased customers each season. That's why ordering from us you're glad to order again. It explains why you're glad to recommend us to your friends. It accounts for the phenomenal growth of our business, for sales doubling, even tripling, season after season.

With the Equally Attractive 22 inch Border

we will make this carpet up for you into a large bordered carpet, or bordered rug of any size, giving you as rich and handsome a new floor covering as you could ask for or desire, richer by far than anything you could purchase elsewhere for the same money and much more desirable from the quality standpoint. If you do not care for the border, we can furnish carpet without border to cover your room, in either case we will guarantee to please you. Price per yard..... **$1.07**

TESTIMONIALS

I have received my carpets and curtains and am more than pleased—could not have done as well in any carpet store. I shall be one of your patrons hereafter.

Mrs. A. Dillman.
Trenton, Neb.

Just received my carpets and rugs on New Year's day and I only hope that everything I get this year will be as satisfactory as they are.

Mrs. E. E. Kilgore.
Crescent City, Calif.

I received my carpets and rugs and wish to thank you for prompt shipment. Everyone admires them and is asking for your address.

Mrs. R. A. McLean.
Mt. Olive, N. C.

Genuine Wilton Velvet Carpets $1.00 a yard

For 3 cents a yard extra

we will cut, fit and make up any Wilton Velvet carpet without border. *For 6 cents a yard extra* we will cut, fit and make up any Wilton Velvet carpet with border to match into a bordered carpet or rug, giving you at these low prices the best of expert workmanship throughout. *Always allow at least one extra yard* in every 20 yards of carpet ordered for matching the figures.

3307 Our new light Persian design 27 inch width Wilton Velvet Carpet. For colored plate see page 22. Price per yard..... **$1.00**

You save at least 25c per yard

when ordering these heavy genuine Wilton Velvet carpets, at our very low $1 per yard price, for such carpets invariably retail at $1.25 per yard upwards. This saving will amount to $5 or $6 on a bordered rug of average size, it will amount to $7.50 to $10 on a large bordered carpet and even at the higher prices mentioned, you'll get nothing more desirable from the quality standpoint, nothing more effective in colorings or design than this handsome Persian design carpet we are offering at this special $1 a yard price.

It's a carpet of many richly blended

contrasting colors—a new high art carpet—in a genuine Wilton Velvet quality—one of those very popular Persian effects, which are in ever increasing demand. No less than six different shades and colors are used with the highest artistic effect in bringing out this rich new Persian design—cream, tan, brown, green and black, producing a carpet which will harmonize well with your furnishings, regardless of the predominating colors.

Remember this is a genuine Wilton Velvet

carpet—a carpet that will wear and keep its colors, that will look bright and attractive on your floor for many years to come. If you have been buying carpets of floral design you may want something different—a complete change this time—and in that case it would be a difficult matter to make a better selection than this new number 3307, certainly you could get nothing more up to date, more attractive in every way.

We furnish a 22 inch width border

that exactly matches this carpet in every detail and if you will send us your order and let us have our expert workmen make up the carpet with border to match, into a large bordered carpet to cover your entire room or into a bordered rug of the size wanted to cover a portion of your room, we know that when the carpet is received not only you, but your neighbors as well will say that you have got an exceptional carpet bargain—and one of the handsomest Persian design carpets ever offered—there is no question about it. We also furnish the carpet plain, without border where wanted. Price per yard **$1.00**

3308 Our rich dark green ground floral design 27 inch width genuine Wilton Velvet carpet. See colored plate page 22. Price per yard **$1.00**

A swell, new floral design

shaded dark green ground carpet which is among our most attractive offerings for this season. We don't need to tell you how popular, how much in demand these colorings are at the present time, especially in the larger cities, for you are probably well aware that they are "just the thing," so we will simply call your special attention to the handsome many toned green carpet we are offering in this genuine Wilton Velvet carpet, which is shown in our color plate on page 22.

Three separate and distinct tones of green

are used in bringing out the shaded green background and on this ground at intervals appear full blown roses and half blown roses in rich shades of pink, giving you a carpet very rich in effect as well as entirely new and up to date in style and colorings.

You may have planned to pay

$1 per yard or about $1 per yard for the carpet you expect to purchase this season and if such is the case you can order one of these genuine Wilton Velvet carpets of us with the full and positive assurance that you are getting absolutely the most carpet value your dollar will possibly buy. The best posted buyers in every locality are ordering TELFER'S GOOD CARPETS this season and are not only effecting very material savings by so doing, but are at the same time getting newer and richer carpet effects than they can possibly secure elsewhere and you can do likewise.

We will gladly give you an estimate

showing the exact cost of making up this carpet with the 22 inch border to match into a bordered carpet or rug of any size or we will furnish an estimate showing the cost of making up the carpet without border if preferred, as it can be furnished either way. It is to your interest to have this information, it does not cost you anything to get it and does not obligate you even in the slightest degree to order your goods from us. Price per yard **$1.00**

3309 Our handsome light tan ground floral design 27 inch width Genuine Wilton Velvet Carpet. See color plate on page 22. Price per yard **$1.00**

A light tan cerpet of rare beauty

one of our very pleasing and very new effects in a genuine Wilton Velvet carpet that is sure to meet with great favor. A carpet with a soft, rich creamy light tan ground in a combination floral and scroll design of real artistic merit. Our color plate on page 22 can at the best only suggest in a limited way the real beauty of this carpet, can only suggest its color effects and harmonious shadings.

The light shaded tan back ground

accentuates and brings out in pleasing relief, the scroll design in nile green, shading to dark green and the flowers and cluster of foliage as well. The full blown roses are in light pink shading to dark red with foliage in light olive green, shading to dark olive and brown—no handsomer colors were ever put into a carpet—no more attractive Wilton Velvet Carpet, will or can be shown this season.

For only $1 per yard

you can buy this carpet and place it on your floor where it will be a beauty spot to admire for years and years to come, and you not only get beauty in these high grade, closely woven Wilton Velvet carpets, but you get fast colors and exceptional service giving wear besides, at a very material saving in price over what you would pay elsewhere.

Better just decide on this number

place your order with us, let us make up the carpet for you with the 22 inch width border to match—which harmonizes perfectly with the carpet—into either a large bordered rug in the size wanted or as a bordered carpet to cover your entire floor, and you will have a carpet, which will surpass even your own expectations. Or, let us send you the carpet plain (without border) as you prefer. Price per yard..... **$1.00**

3319 Our all over figured design 27 inch width genuine Wilton Velvet Carpet. See colored plate on page 31. Price per yard... **$1.00**

We show a very attractive

all over figured design tan ground Wilton Velvet carpet on page 31, color plate No. 3319-A. You will note that the plate shows the stair carpet only, but the carpet itself is exactly the same with the exception that it has no narrow border down the sides. This carpet has a 22 inch border to match and with the border can be made up into either a bordered carpet or rug or furnished without border to cover your entire floor if preferred. It is especially desirable where room carpet with hall and stair to match are wanted. Price per yard **$1.00**

3320 Our small figured Persian design 27 inch width Wilton Velvet carpet. See colored plate on page 31. Price per yard..... **$1.00**

An entirely new, decidedly attractive

Persian design carpet with light tan ground in the Wilton Velvet quality is shown in our colored plate No. 3226-A on page 29. The plate on that page shows the stair carpet only, but the carpet itself is exactly the same with the exception that it has no narrow border down the sides. This carpet has a 22 inch border to match and can be made up with border into a bordered carpet or rug or can be furnished without border to cover your entire floor if desired. If you wish to cover your room, stair and hall exactly alike this carpet is a very effective combination. Price per yard **$1.00**

Extra Quality Wilton Velvet Carpets

We have in stock and can furnish if wanted some particularly choice patterns in our very highest grade Wilton Velvet carpets at $1.15 per pard. Owing to the lack of space we cannot show this line of carpets in the catalog, but we carry in stock and can furnish a wide range of new and up-to-date Floral, Persian or Oriental styles as preferred. These carpets have an extra fine, soft silken finish, are strictly high grade in every sense of the word and are one of the most durable carpets produced today. If you are interested in a carpet of this kind write us in regard to your wants and we will be glad to submit samples. All of the carpets in this grade come with borders to match. Price per yard..... **$1.15**

Extra Quality Imperial Brussels Carpets at 94c

For 3c a yard extra

we will cut, fit and make up for your room any Brussels Carpet without a border. *For only 6c a yard extra*—a price much lower than is usually charged—we will cut, fit and make up any Brussels carpet with border to match, into a bordered carpet or bordered rug of any size, giving you the benefit of expert service and workmanship throughout.

3212 Our new tan floral design 27 inch width highest grade Imperial Brussels Carpet. See color plate on page 22. Price per yard **94c**

The descriptions in our catalog

accurately describe our carpets and every carpet we offer is just as represented in every particular. In this No. 3212 Imperial Brussels carpet we offer you a Brussels carpet of the very highest grade in an exceptional durable wearing quality—a genuine full standard full count Brussels carpet that will give you practically a lifetime of good hard wear.

In style, in pattern, in rich color effects

this rich new floral design parlor carpet is quite as attractive and quite as desirable as it is from the quality standpoint, and when placing your order for the carpet you may be sure that you are getting as rich an effect as it is possible to produce in a Brussels carpet of the highest grade, one of our very newest styles, a carpet in rich, soft effects and beautiful shadings.

This carpet has a rich tan ground

and the floral design and foliage are brought out in three shades of green, shaded from very light to very dark green, with full blown roses in deep pink and very rich dark red, a carpet that is just sure to meet with popular favor.

This carpet has a 22-inch border

to match which comes at the same price per yard as the carpet, and if you wish to get an especially rich effect, we suggest that you have the carpet made up with the border into either a large bordered rug of the proper size to cover a portion of your room, or into a bordered carpet to cover your entire floor. We can furnish the carpet plain (without border), however, if preferred, and in this way the effect will be scarcely less pleasing. price per yard **94c**

3213 Handsome new light tan Persian design 27 inch width extra high grade Imperial Brussels carpet. See color plate on page 22. Price per yard **94c**

A Brussels carpet for those who want the best

a carpet with extraordinary wear and service giving qualities, a carpet that is really so far superior to the average Brussels carpet offered that there is really no comparison at all. As a carpet for sitting room, living room, dining room or hall, as a general service carpet for any room where unusually hard wear and service is required, you cannot possibly get anything more desirable in the way of a Brussels carpet, and we are not exaggerating in any way when we state that a carpet of this kind will give you practically a lifetime of wear.

The materials used in this carpet

are the very finest pure worsted yarns obtainable. The materials are strictly high grade throughout, the dyes used are absolutely fast, insuring permanency of colors. This carpet is of extra heavy weight, the weave is extraordinarily close and firm and it is equal to the carpets which are usually retailed in the city stores at from $1.15 to $1.25 per yard.

The predominating colors in this new Persian design

carpet are red, green, black and tan. Upon the soft shaded light tan ground appears an irregular tracing in black. The design is brought out in sharp contrast in soft shades of red, dark green, black and white, and the carpet is without doubt or question one of the handsomest new Persian effect Brussels carpets that will be shown by any carpet house this season.

This carpet has a 22-inch border

also a stair carpet that exactly matches it in colorings and design. With the border it is especially suitable for making up into a large bordered carpet to cover your entire room or a bordered rug to cover a portion of your room. By using this carpet as a parlor carpet with a hall and stair carpet to match, parlor, hall and stair can be carpeted alike. E stimates as to the cost of making up the carpet either with or without border for your room will be given promptly upon request. Price per yard..... **94c**

3214 Our beautiful, new dark green and two-tone brown, highest grade 27 inch width Imperial Brussels carpet. For color plate see page 22. Price per yard..... **94c**

Nothing handsomer will be shown this season

in the way of an extra high grade Brussels carpet than this our own exclusive design which is reproduced in its true colorings on page 22, color plate No. 3314. This is a pattern handsomer by far, richer in color effects and entirely different as well from anything you will find in the ordinary carpet line. On the richly shaded two-tone brown background is traced a graceful, winding, feathered scroll pattern in a rich dark shade of green, outlined in shadings of brown and tan, giving an effect entirely out of the ordinary, a carpet in strong, practical colors, yet subdued in effect, and one that will harmonize well with almost any furnishings.

We cannot possibly emphasize

the durable wearing qualities of this carpet too strongly. It is the very highest grade heavy weight, full standard Brussels carpet produced today and as such, under ordinary conditions, or even with seemingly hard usage it will wear for years and give you practically a life time of good hard service. The colors are absolutely fast and will retain their original pleasing effect in use. If you were to visit the large city stores and pay from $1.25 to $1.35 per yard for a fine Brussels carpet, you would find nothing more attractive or more pleasing in appearance than this number.

With a 22-inch border to match

we can make this carpet up for you into a large bordered carpet to cover your entire floor or a bordered rug of any size to cover a portion of your room, giving you the benefit of expert workmanship, and absolutely guaranteeing a perfect fit where correct measurements are given, or if desired we can furnish the carpet without border to cover your entire room. Made up in any one of three ways, the carpet will be just sure to please you, you can take our word for that. Price per yard..... **94c**

Rich Pleasing New Velvet Carpets at 85c a Yard

For 3c a yard extra

we will sew any Velvet carpet without border. *For 6c a yard extra* a price much lower than is usually charged, we will make up any Velvet carpet with border into a bordered carpet or rug of any size—giving you the best of expert workmanship. *An allowance of at least one yard* in every twenty ordered should be made for matching.

3210 Our special new Persian design, heavy weight 27 inch width Velvet carpet. For color plate see page 22. Price per yard.. **85c**

A beautiful, rich, new Persian design

a carpet that is just as attractive and just as artistic in pattern and color effects as anything you will find in the most expensive Velvet carpets, and one that is really of exceptional quality, considering the very low price we are quoting. It is possible that you will find Velvet carpets at about this same price or possibly even at a lower price on the market, but you will find none that combine in such marked degree, style and service giving qualities at the low price we are quoting, and comparison will demonstrate the force of our statement.

This new No. 3210 Velvet carpet

has a light tan background upon which appears an invisible figure in lighter tan. This ground serves to accentuate and bring out in the strongest possible contrast the Persian design in its rich shades of cream, blue, red, orange and green, and if you will place your order with us for this number we will guarantee to place a carpet on your floor that will not only surprise, but please you as well with its handsome, rich appearance.

An especially attractive feature

about this carpet is that it can be furnished with an extra wide 27 inch border to match, at the same price per yard as the carpet, and with the border can be made up into a bordered carpet or bordered rug of any size, and we will gladly furnish estimates as to the cost made up in this manner.

For example, we can furnish

a large 9x12 rug, including cost of making, for about $18.25, or any other size wanted at a proportionately low price, but we can also furnish the carpet without border to cover your entire room if preferred, with all freight charges prepaid to your city, on conditions stated on front cover page of our catalogue. Price per yard **85c**

3311 Our tan and green floral design 27 inch width special Velvet Carpet. See color plate on page 22. Price per yard..... **85c**

A Very Attractive All-over Design

in our new special quality Velvet carpet at 85 cents per yard, a carpet that is really far superior to the average low priced Velvet carpet offered, and one that we will gladly recommend for its attractive qualities of wear and service. Kindly remember that the price we are quoting on these Velvet carpets is no more than you would ordinarily have to pay for a low priced Brussels carpet, and you of course appreciate the fact that you can get much richer color effects in a pile carpet of this kind than you can in the low priced Brussels goods.

This New Tan and Green

floral design carpet is indeed very pleasing. The ground work of the carpet is in light tan and on this ground is a very attractive vine effect, with leaves in green and flowers in pink and red. The central figure is a medallion design which entirely surrounds a cluster of flowers and foliage in the same colorings as the vine, but with the leaves shaded in a dark wine color.

This Carpet Has an Extra Wide 27 Inch Border

to match that exactly harmonizes with it in colorings and design, and with the border we can make up for you either as bordered carpet to cover your entire room or a bordered rug of any size, and we find that the demand for carpets made up in this manner is increasing each season. We can also furnish the carpet without border to cover your entire room if preferred, and we especially urge that you write us for estimates as to the cost of making up the carpet in any of the three ways before making a carpet purchase of any kind.
Price per yard **85c**

Serviceable Tapestry Brussels Carpets 79c a Yard

For 3 cents a yard extra we will cut, fit and make up for your room any Brussels carpet without border. **For 6 cents a yard extra**—a price which barely covers the actual cost of the work—we will cut, fit and make up any Brussels carpet with border into a bordered carpet or rug. **When ordering always make an allowance** of one yard in every twenty for matching the figures.

3316 Our light tan Persian design 27 inch width genuine Tapestry Brussels Carpet. See color plate on page 23. Price per yard **79c**

Entirely New in Style

rich in colorings, one of our very new Persian designs, with light tan ground and with pattern effect in which the shades of green and red predominate. You'll find lots of these Persian effects offered in the more expensive carpets this season, but we're quite sure you'll not find anything as attractive as this new number in a carpet at this low price.

Remember too, You Are Getting

at this low 79-cent price, a carpet we put out with an absolute guarantee of service—a carpet that will stand good hard wear and plenty of it, as well as a carpet in which the colors are fast—a heavy weight genuine Tapestry Brussels carpet—one that will please you at time of purchase and one that will retain its original colors in constant use. There's real satisfaction in buying a carpet like that—isn't there—especially when you buy it for 79 cents a yard.

With the 22 Inch Border to Match

we can have our expert workmen make this carpet up for you into a large bordered rug of any size or into a bordered carpet to cover your entire floor. They understand every detail of this work perfectly and will turn out a carpet or rug you'll be proud of, with all seams pressed properly so that the carpet or rug will lie smooth on your floor. If you are not particular about having a border we can furnish the carpet without border to cover your room and estimates as to the cost of making up in any one of the three ways will be furnished promptly upon request.
Price per yard **79c**

3317 Our rich dark red, scroll design 27 inch width genuine Tapestry Brussels carpet. See color plate on page 23. Price per yard **79c**

79c a Yard Buys this Heavy

durable wearing Tapestry Brussels carpet, a price lower, quality considered, than you'll pay elsewhere for the same grade of goods, and when you consider further that TELFER'S GOOD CARPETS are perfect in every way, are guaranteed free from all defects of weave and finish, you'll appreciate even more fully the good value we're offering. There's lots of satisfaction ordering from a house like this, from a house that has built up its reputation by selling only first class goods—lots of satisfaction in knowing that the carpet you get will be right—absolutely so—free from those defects which are commonly found, especially in carpets "made to sell" at a price.

This New Number 3317 Carpet

is as you will note—by referring to our plate on page 23—a carpet in which the rich shades of red predominate, a carpet in good strong, practical colors for service and use and one in which the colors are positively fast, you may rely upon that A handsome parlor carpet, a good sitting room, dining room, living room carpet—a carpet for any room in fact, in bright cheerful color tones, that will give warmth to your furnishings.

We Have a 22 Inch Border

that exactly matches this carpet in colorings and pattern and with the border, the carpet can be made up into a bordered carpet to cover your entire room or as a bordered rug to cover any portion of your room, or we can furnish the carpet plain, without border if preferred. In either way you can order with the assurance of getting a mighty handsome carpet and one that will prove a good investment at the low price quoted.
Price per yard **79c**

3318 Our pleasing new light floral design 27 inch width genuine Tapestry Brussels Carpet. See color plate on page 23. Price per yard **79c**

An Excellent Carpet for Service

a genuine, heavy weight, closely woven, tightly twisted, durable wearing Tapestry Brussels Carpet that is far superior to the average Brussels carpet offered at this low price or even for considerably more money—different, better in weave, finish, texture, in quality of materials, in colorings, in all those essentials which go to make up the difference between a thoroughly good carpet and one of doubtful quality.

One of Our Most Attractive Styles

a carpet with a shaded medium light tan ground—not too light, not too dark, in colorings that will not show the soil readily, in an entirely new and very pleasing floral design. But turn to our color plate on page 23, see the carpet in its real colorings, note the rich blending of colors—the mingling of greens, tans, dark red and brown. Could you ask for a handsomer carpet on your floor?

We Want to Figure With You

on this carpet, want you to write and give us the exact size of your room and then let us tell you the cost to a penny of making the carpet for you, either with the 22 inch border to match into a large bordered carpet or rug, or as a plain carpet to cover your entire floor and if in order to satisfy yourself fully in regard to quality, you want a sample of the carpet itself, we will be glad to send it to you. You run no risk, not a particle, in ordering right from the catalog, however, for TELFER'S GOOD CARPETS are just as represented—they never fail to please the purchaser.
Price per yard **79c**

Our Special Line of Tapestry Brussels Carpets at 65c per yard

These carpets have no borders to match

For 3 cents a yard extra, we will cut, fit and sew any Brussels carpet without a border. When ordering do not fail to allow at least one extra yard of carpet in every 20 ordered for matching the figures, as it will save us writing to you in regard to the matter, avoiding delay in filling your order.

3315 Our new light brown ground floral design 27 inch width Tapestry Brussels carpet. See color plate on page 22. Price per yard **65c**

A surprisingly good Brussels carpet

for the money, one that we can recommend where a low priced Brussels floor covering is wanted, with all the style, all the finish, all the durable wearing qualities it is possible to put into a Brussels at this low price. While we always recommend the purchase of one of our better grade of Brussels which will wear longer and which are equally good values for the money, at the same time we have never offered a carpet at this same low price that we considered as desirable from every standpoint as these, our new 65c Brussels carpets.

This pretty light brown floral design

carpet is shown in our color plate on page 22. It is a beautiful new carpet, as rich in colorings, as artistic in design as anything you will find in the more expensive carpets. On the light brown ground is a cluster of roses in pink shading to dark red with foliage in varied shades of green. If you were to step into your neighbor's home and see this carpet on her floor, not knowing the price she paid for it, you would readily believe it cost at least 85c per yard. This carpet is perfect in weave and finish, it has strictly all wool surface, the colors are fast, and low price considered, it will give you remarkably good wear. Price per yard.. **65c**

3350 We can furnish in this same quality and in exactly the same pattern as our number 3315, but in different colorings —our number 3350 carpet—which we cannot show in colors for lack of space. This carpet has a rich shaded dark green ground with pink roses and foliage in very dark green. It is just as attractive a green ground carpet as our number 3315 is in the light brown colorings and you can order it with that understanding. Price per yard..... **65c**

Hall Carpets, Stair Carpets, Rug Fillings, Etc.

No. 4326 new hemp stair carpet at 24c

These new hemp stair carpets we offer at 24c per yard are not the flimsy, loose woven stair carpets frequently offered at a low price, but on the contrary are really a splendid piece of goods, extra heavy in weight, the best we can purchase in this grade. They are firm in weave and come in very attractive patterns, one of which is shown on page 24, color plate No. 4326. We can also furnish two other styles in this grade that come in the 22 inch width only. Price per yard..... **24c**

All Wool Filled Stair Carpets at 39c

No. 4327, 4328 and 4329

These carpets are shown in our color plates on page 24 and come in the best and heaviest grade of all wool filled cotton chain carpet. The No. 4327 stair carpet exactly matches No. 4323 all wool carpet in colorings and design, the No. 4328 exactly matches our No. 4324 and the No. 4329 exactly matches our No. 4325 all wool carpet at 63c, giving you choice of three different patterns in hall and stair to match. Please remember that the stair carpets come in the all wool filled cotton quality, being the most desirable grade for stair use, and that the hall carpets come in the strictly all wool quality.

No. 4327 stair carpet, price per yard.....39c
No. 4323 hall carpet to match above, price per yard....63c
No. 4328 stair carpet, price per yard.....39c
No. 4324 hall carpet to match above, price per yard....63c
No. 4329 stair carpet, price per yard.....39c
No. 4325 hall carpet to match above, price per yard....63c

Our Special Brussels Stair Carpet at 59c

No. 3322-A stair carpet

A very attractive new pattern in this our special Brussels stair carpet at 59c per yard is shown in our color plate No. 3322-A on page 31. This carpet has a light tan ground with small figured design in olive green and red. Stair carpet is 27 inches and has narrow border down each side. We can also furnish another pattern in this grade with still lighter tan ground if preferred. This carpet is very durable, the colors are fast, and it is really an exceptional carpet value at the price quoted. We have hall carpet No. 3322 to exactly match this stair carpet in colorings and design.

No. 3322-A stair carpet, price per yard.....59c
No. 3322 hall carpet, price per yard 59c

Our Rich Velvet Stair Carpet at 85c

No. 3321-A stair carpet

This carpet is shown in its two-tone red colorings on page 31, color plate 3321-A, and is a carpet which will certainly be in great demand. Its rich warm color tones make it especially desirable for hall and stair use, while the low price quoted—only 85c per yard—is no more than you would ordinarily pay for a low priced Brussels carpet. This stair carpet is 27 inches wide and has a narrow border down each side. We can furnish No. 3321 hall carpet in the same grade which exactly matches this stair carpet in colorings and pattern.

No. 3321-A stair carpet, price per yard.....85c
No. 3321 hall carpet, price per yard.....85c

Genuine Wilton Velvet Stair Carpets

No. 3319-A stair carpet

shown in our color plate on page 31 comes in a medium tan ground, and in a mingled all over pattern, the design being worked out in green, rose and black. This stair carpet is 27 inches wide and comes in the durable wearing Wilton Velvet quality with narrow border down each side. We have hall carpet No. 3319 to match the stair carpet at the same price per yard and with the hall carpet we can furnish a 22 inch border if wanted for making up into bordered carpets or rugs or can furnish carpet without border to cover entire room, where a small all-over figured design is wanted. These carpets used in combination are very effective and desirable for carpeting room, hall and stairs alike.

No. 3319-A stair carpet, price per yard $1.00
No. 3319 hall carpet, price per yard 1.00
No. 3319 22-inch border, price per yard 1.00

No. 3320-A stair carpet

shown in our color plate on page 31, without doubt the prettiest light tan ground stair carpet we have ever shown in a quality we can highly recommend for wear and service. The light ground of the carpet will not begin to show the effect of either wear or soil as much as a darker carpet and the colors are absolutely fast. It is a carpet that will surely please you. The stair carpet is 27 inches wide and comes with narrow border down each side. We can furnish hall carpet No. 3320 to exactly match this stair carpet and can also furnish a 22 inch width border to match hall carpet, for making up into bordered carpet or bordered rug of any size. Or if you prefer we can furnish carpet without border to cover your entire room. If you wish to carpet either one or more rooms and hall and stair alike you could scarcely get anything more suitable.

No. 3320-A stair carpet, price per yard $1.00
No. 3320 hall carpet, price per yard... ..... 1.00
No. 3320 22-inch border, price per yard 1.00

No. 4331. Special Rug Filling

the best low priced filling on the market—a hemp filling of good weight, similar in appearance to the all wool goods. We furnish this filling in two shades of green—olive and dark green—and it is in big demand for use around rugs where the floors are not finished. Comes in the 36 inch width. Price per yard **33c**

No. 4330. All Wool Filling

We show one color in this grade, a dark shade of green in our color plate on page 24—which is the most popular color made in these goods, being one that can be used to good advantage with almost any rug. We can also furnish if wanted, other shades of green, also brown and red colors. This is strictly all wool filling and is particularly suitable for filling out the space around rugs where the floors are not finished or where for other reasons it is desirable that they be covered. It is also frequently used to cover entire rooms where a single plain colored floor covering is wanted. Comes in the 36 inch width only and in fast colors. Price per yard **65c**

No. 4326. Wood Grain Rug Filling

The most desirable and the most popular filling on the market—our imported wood grain filling—which comes in an exact and perfect imitation of a hard wood floor. As a matter of fact, if you were to spend a whole lot of money on your floors it would be a very hard matter to get as perfect a finish as this filling gives It will even surpass your expectations and at the price quoted is decidedly economical. It comes in the 36 inch width only, but can be split and used to good advantage where the margin is 17 inches wide or less. This filling should not be confused with the mnay imitations which are offered, it is not a cheap oil cloth nor a light weight linoleum—nothing of the kind—but it is a genuine and strictly high grade imported wood grain filling, the newest and best thing for rug surrounds ever offered. Price per yard **65c**

Our Exclusive New Fashoda Weave Extra Heavy Weight 36 Inch Width Ingrain Carpets at 73c a Yard.

A Newer, Different, Better Ingrain Carpet

than you have been accustomed to buying, a carpet controlled by us, woven up expressly to our order, and sold to you direct with a binding quality guarantee—a carpet that marks a real advance in Ingrain Carpet weaving, and a decided improvement over anything heretofore produced in a yard wide carpet of extra heavy weight.

These New Fashoda Carpets

are one yard wide and perfectly reversible; they are heavier in weight than the old-time three-ply carpets, but are superior to any three-ply carpet ever produced in wear-resisting qualities and every other respect, being much more firmly and closely woven, and far handsomer in appearance when on the floor.

Woven from Smooth, Soft Finished Carpet Yarns

of the very best quality. They have an in-between stuffer of linen that serves to give additional weight and wearing qualities, and also brings out an effect on both sides of the carpet resembling a Brussels weave. The colorings are fast—absolutely so—and each separate thread is tied down firmly and closely with a chemical dyed binder, still further increasing the durable wearing qualities of the carpet.

We Have Had a Truly Phenomenal Sale

on these new Fashoda carpets since their first introduction two years ago, and last season's sales fully trebled those of a year ago. Intelligent carpet buyers everywhere are quick to note the superior merit of this new and improved weave—quick to recognize the fact that here is a carpet entirely out of the ordinary—a carpet different, better than the ordinary ingrain carpet and this is shown by the fact that when the first Fashoda carpet goes into a home in any locality, we invariably receive additional orders from other people in the same neighborhood.

If You Want a Genuine Fashoda Carpet

don't under any circumstances be induced to purchase a carpet for which the claim is made that it is "the same as" or "just as good as" our high-grade Fashoda carpets. While there are imitations on the market, there is only one genuine Fashoda carpet—the carpet we offer—and the imitations are, without exception, entirely lacking in those essential qualities of wear and service which make our carpet so desirable from every standpoint.

The Patterns and Colorings in This Line

will especially commend themselves to those who are looking for high-class effects, as they are all copied from the more expensive grades of Brussels goods.

For 2 cents a Yard Extra

we will cut and sew any ingrain carpet. We have the latest improved power machines for doing this work and sew our carpets with a flat reversible seam. When ordering BE SURE TO ALLOW ONE EXTRA YARD OF CARPET in every twenty ordered for matching the figures.

4301 Our new light green and red Floral Design Extra Heavy weight 36-inch width Fashoda Carpet. For colored photo see page 30. Price per yard..... **73c**

Only 73 cents a Yard--Remarkable Value

for the money, is what you get in this our new Fashoda weave Ingrain carpet—an improved weave that means years of added wear and added service to you. This carpet is extra heavy in weight, it is woven from the very best selected stock and materials throughout and it is one in which the colors are positively fast.

Owing to It's Extra Heavy Weight

and firm close weave, this carpet will lie much smoother on the floor than the ordinary Ingrain Carpet—a very attractive feature—but the point you should especially weigh and consider is that for only 73c per yard you are getting a carpet that will give you at least one-third more wear and a third more service than any other Ingrain Carpet produced today, not excepting the old-time three-plys which are usually retailed at from 85c to $1.00 per yard—but which are in every way inferior to our high-grade Fashoda Carpets.

This Number 4301 Fashoda Carpet

exclusive with us, entirely new for this season, is reproduced in our color plate on page 30, and the predominating colors in this carpet are the rich dark red shade which forms the background and the pleasing contrasting shades of light green used in producing the attractive floral and scroll design. It is a carpet that will furnish richly where a carpet in the brighter tones is wanted and is one that reverses fine—the reverse side being almost equally attractive. Price per yard..... **73c**

4302 Our beautiful olive and white scroll design extra heavy 36-inch width Fashoda Carpet. For colored plate see page 30. Price per yard..... **73c**

We Know so Well *the* Sterling Worth

and real merit of this carpet—we know so well how they surprise and please our customers that you may think we're a little bit too enthusiastic in their praise, but you will find that any and every statement we may make in regard to the fabric, will be fully born out by the carpet itself in actual use.

Careful Investigation Will Convince You

that this new and improved weave Fashoda Carpet is the best, heaviest, firmest, most closely woven ingrain carpet produced today and in order to satisfy you fully on this point we will gladly submit a sample of this, or any other Fashoda carpet, for examination in your home.

The Design *of* this number 4302 Carpet

is a very graceful scroll pattern worked out in the lighter shades or colors—white, olive green and tan—in effective combination. The groundwork of this carpet is in a subdued shade of olive green, the scroll design is brought out in strong contrast in white and the delicate vine pattern intermingled with the scroll is traced in white and tan. If you are partial to a carpet in the lighter shades here is one that will be sure to please you. Price per yard **73c**

4303 Our pleasing brown and tan scroll design extra heavy weight 36-inch wide Fashoda carpet. See color plate on page 30. Price per yard **73c**

A Remarkably Handsome Carpet

in a special prize design—a carpet that in style, pattern, colorings and general effect closely rivals the expensive Brussels carpet from which it is copied. We are perfectly safe in saying that no handsomer ingrain carpet will be shown this season than this number 4303 carpet with its rich shaded brown background and its graceful feathered scroll pattern in light shades of tan.

Just Order This Carpet on Our Say So

and see how much more carpet style—how much more real carpet beauty you get in TELFER'S GOOD CARPETS than you can possibly get by purchasing elsewhere, learn for yourself the merits of our new Fashoda carpets, the carpets that are receiving highly favorable comment wherever they are introduced—the carpets that give you one-third more wear than any other kind.

If After Receiving the Carpet

you are not highly pleased with your purchase, if you do not find the carpet all and even more than we have claimed for it, if you are not convinced that it is the best Ingrain carpet you have ever had an opportunity to purchase and that our Fashoda carpets represent really exceptional value at our 73c price per yard, you are then at liberty to return the carpet to us, at our expense, when the amount you paid for it will be refunded. Price per yard **73c**

4304 Our tropical Fern design olive green extra heavy weight 36-inch width Fashoda carpet. For color plate see page 30. Price per yard..... **73c**

We Show This Attractive New Carpet

in its true colorings on page 30 and by referring to the plate you will note that we offer in this number one of those new art effects which are such a radical departure from the ordinary stock patterns usually offered. The ground of this carpet is in a subdued shade of olive green, the design—a cluster of tropical ferns—is worked out in shades of tan and on the background appears a small invisible set figure of geometrical design.

Why Pay 85 cents or Even $1.00 per Yard

for an ordinary three-ply carpet when by placing your order direct with us you can get a genuine Fashoda Carpet that will outwear any three-ply carpet ever produced, for only 73c per yard?. From any standpoint you choose to take this is the ingrain carpet par excellence—a carpet superior in weave, finish, texture to any other carpet offered today—it's the carpet you ought to buy, and use in your home.

Style, Beauty and Service

the three most essential points for you to consider when purchasing, are combined in this number and when you take into further consideration the unusual amount of wear and service you are sure to get from this carpet, you are certainly making a splendid investment—are certainly getting remarkable value at our special low direct-to-you 73c price. Price per yard..... **73c**

Our Very Highest Grade all Wool Extra Superfine 36 Inch Width Ingrain Carpets at 69c a Yard.

A line embracing high-class color and design effects, introducing styles that are new and exclusive with us, patterns that are handsomer, different and much more attractive than those ordinarily shown or offered.

Heavy in weight, firmly and closely woven from clean, strictly high-grade, carefully selected carpet yarns—the very best procurable—these carpets represent the very perfection of weave and finish in an all wool carpet today—there is nothing better produced—and the expensive fast color dyes used insure you permanent lasting colors.

Every ounce of yarn that goes into these carpets is thoroughly "scoured," a process which removes every particle of excess grease and oil from the wool. As a result TELFER'S GOOD CARPETS never "smear" or get dingy, but always look like new after a good sweeping.

If you want a good, honest all wool carpet—a carpet that really is every thread wool, if you wish to know absolute carpet satisfaction—just try this extra superfine quality on our say-so and get the best two-ply carpet you ever owned.

For 2 Cents a Yard Extra

we will sew an ingrain carpet with a flat reversible seam, so that the carpet will be all ready to lay when received. When ordering ALWAYS BE SURE TO ALLOW AT LEAST ONE EXTRA YARD in every 20 ordered for matching the figures.

4305 Our special new prize design 36-inch width all-wool two-ply carpet. See colored plate on page 30. Price per yard... **69c**

A Carpet That is Strictly all Wool

to start with and the very highest grade of wool at that—no short fibre wools in this carpet—no shoddy—high-grade materials throughout—clean, well-scoured yarns, and colors that are absolutely fast. A carpet firmly, closely woven, well "beat" up—one that will meet your very highest expectations in service.

For Good Hard Wear, For Splendid Service

giving qualities, we especially recommend this number and when it comes to style, this special new prize design carpet in its rich and attractive wine and green colorings, and pleasing all over pattern effect will certainly meet with your approval—in fact we expect it to be one of the most popular selling numbers in our line this season—it is just sure to be.

The Predominating Leaf Design

in this carpet is brought out in shades of buff, green and white and this leaf design is shaded with red and black colors, producing a wine effect. Our color plate on page 30 will give you a splendid idea of the carpet itself and our very low price will tell you in unmistakable terms the exceptionally good value offered. Price per yard..... **69c**

4306 Our new light ground, scroll and leaf design 36-inch width all wool two-ply carpet. See color plate on page 30. Price per yard **69c**

The Prettiest Light Ground Carpet

we have ever shown or offered in the best—absolutely the best strictly all wool two-ply carpet that is produced today—a carpet that reverses perfectly, being darker on the reverse side. We not only invite, but urge comparison from a quality standpoint, we want you to get a sample of this carpet and compare it with any other all-wool carpet you may be offered. Just see for yourself the superior quality of materials used and then decide as to where you will make your purchases—it's all we ask or desire.

Quality, Style, Price, all Considered

you simply cannot get more carpet value for your money than we offer in this high-grade carpet, and you should never lose sight of the fact for a moment that our immense carpet outlet, the fact tha we are in a position to place and do contract for thousands of yards of carpet, at first hands, plays a very important part in making the special low 69c price at which this high-grade carpet is offered.

If You Admire a Carpet in Lighter Shades

and colorings, you're absolutely sure to be pleased with this number 4306 carpet, with its soft rich shadings and pleasing effect. The design is a combination leaf and scroll pattern, the predominating colors are white and olive green, the leaf in white, the shaded portions in olive and tan and the ground is covered with a small pebbled effect of almost invisible design—a distinctive exclusive pattern with us—different, more attractive than any you will find in any carpet stock. Price per yard..... **69c**

4307 Our pretty light green and white exclusive design 36-inch width all-wool carpet. See color plate on page 30. Price per yard **69c**

Patterns That are Different

color effects that are new and exclusive with us, styles that have individuality and add to the furnishings of your home, distinctive designs that give character to your carpets—that's what you get in TELFER'S GOOD CARPETS—but you get besides, thoroughly good carpets, that meet in an unusual degree those exacting demands of wear and service that invariably come with actual use.

Ordering From us You Get Exactly

what you pay for, when we tell you a carpet is all wool—strictly all wool—you may accept that statement in all confidence and when we tell you further that this number 4307 carpet is the highest grade extra superfine carpet money can buy, you may be absolutely sure that we are not exaggerating in any way, moreover you can satisfy yourself by getting a sample of the carpet itself.

Our Number 4307 Light Green Carpet

is one of our very attractive offerings for this season and comes in a Rococo and floral design. The background of this carpet is in a "pebble" weave—the best possible weave for wear. The Rococo design is worked out in white shaded with tan, and on this design a dainty vine pattern is traced in green, while the floral design is worked out in shades of white, tan and light green shading to olive. This carpet reverses perfectly, it's rich shadings make it especially desirable, while it is a commonly accepted fact that a carpet in these lighter shades will not show the effects of wear or soil as much as a real dark carpet. Price per yard..... **69c**

4308 Our new oak and green floral and scroll design 36-inch width all-wool carpet. See color plate on page 30. Price per yard.. **69c**

A Popular and Effective Combination

of colors is shown in this, our new oak and green floral design extra superfine all-wool Ingrain carpet, and while we invariably have at least one carpet in our line each season in the oak and green colorings, we are free to state that this is without doubt or question the handsomest all-wool oak and green carpet we have ever shown—there can be no question about that.

Here's a Carpet For Good Hard Usuage

—a carpet for living room, dining room, or any room in fact—a carpet in just the colors adapted for wear—a carpet firm in weave, even and close in texture, desirable in every way—all wool—every thread wool—of superfine quality—sold direct to you with an absolute binding guarantee of quality—on our satisfaction-or-your-money-back plan.

This Number 4308 Oak and Green Carpet

is shown in our colored plate on page 30, where you will note that the predominating colors are the shade of oak (or tan) which forms the background, which in combination with the rich dark green is used in working out the attractive up-to-date floral design. This carpet (like all of our Extra Superfine Carpets), reverses perfectly, the dark green color predominating on the reverse side, giving you a darker side for winter use—an important point when you come to "turn" the carpet. Price per yard..... **69c**

4309 Our handsome brown and white 36-inch width all-wool Extra Superfine Carpet. See color plate on page 30. Price per yard..... **69c**

We Claim, and Our Claim

is well founded on fact, that we are giving you a better grade of stock, cleaner materials and finer wools in our Extra Superfine all-wool carpets than are found in 90 per cent of the all-wool carpets offered today. Our carpets are far superior in quality to those put out by the general mail order houses, just as they are superior to those carried in stock by the average dealer—we don't ask you to take our word for it-investigate and be convinced of the fact.

We are an Exclusive Carpet House

and solicit your business entirely on the basis of good carpets and good carpet values, such as are offered in this our highest grade, strictly all wool Extra Superfine carpet at 69c a yard—the best value we honestly believe, quoted on a carpet of similar high quality, by any house in America today—a price based on large quantity purchases and on our sales of these goods running up into many, many thousands of yards each season.

On Page 30 Color Plate Number 4309

we reproduce this carpet in its true colorings and the soft color tones of the carpet will harmonize well with any room furnishings. The predominating shades in the carpet are brown, tan and white, the scroll figure and attractive fern leaf design are brought out in white, tan, dark wine and black, producing a brown effect. The background is well covered and the reverse side of the carpet is just as attractive in every way. Our special direct-to-you price per yard..... **69c**

Our Special New all Wool Extra Super Carpets at 63c

A practical demonstration of what our immense purchasing power and vast carpet outlet can do for you in the way of lower prices—a genuine heavy weight, full count Extra Super carpet at 63c per yard—guaranteed every thread wool—both warp and filling, having 1,080 ends of warp to every yard and 13 pairs of filling threads to every inch. We want to emphasize the fact that these carpets are strictly all wool, they are a thoroughly dependable carpet that we can honestly and highly recommend for wear and service giving qualities, and as such should not be compared with the many cheap all-wool carpets on the market, which have nothing to commend them but the price. These carpets are as heavy in weight as our Extra Superfine carpets, the only difference being that they are woven from a little less expensive wool yarns. The colors are fast, guaranteed to be so, and investigation will show that they are really exceptional values for the money.

For 2 Cents a Yard Extra

we will sew any ingrain carpet with a flat reversible seam. We have improved power machines for doing this work and the low price we make merely covers the cost of the work. When ordering ALLOW AT LEAST ONE YARD in every twenty ordered for matching the figures.

4310 Our green and red floral design 36-inch width special all-wool Extra Super Carpet. For color plate see page 30. Price per yard **63c**

Here's a Bright, Attractive New Carpet

in the popular red and green colorings, a graceful scroll design, rich in colorings, artistic in effect, a carpet in the warmer tones to liven up the home, desirable from every standpoint, and at a price which emphasizes the remarkably good values we are giving in TELFER'S GOOD CARPETS this season.

Strictly all Wool, Both Warp and Filling

fast colors, heavy in weight, firm in weave, full standard, Extra Super quality, weighing 21 ounces to the yard, it is a carpet we can safely recommend for wear and service, a carpet that will give you splendid returns for every dollar you invest in it.

The Predominating Colors in This Carpet

are Reseda green and rich dark red. The background of the carpet has alternate threads of green and white, which gives a light green effect, and this ground is well covered with a small conventional design. The scroll design is worked out in red and black, producing a dark red effect, and in red and white, producing a pink effect, with foliage in bright green. The reverse side of this carpet where the dark red predominates is just as attractive in every way—it reverses fine. Price per yard..... **63c**

4311 Our Floral Design Brown, Cream and Tan 36-inch width all-wool Extra Super Ingrain Carpet. For color plate see page 30. Price per yard **63c**

A Pretty New, Light Carpet

with the shades of brown and cream predominating, in a handsome up-to-date floral design, a pattern exclusive with us, a carpet of pleasing contrasts and soft subdued shadings that will harmonize well with any room furnishings. The light cream ground of this carpet is relieved with a variety of small figured invisible designs in tan, while the central figure, a cluster of flowers and leaves, is brought out in strong relief in the tan and brown shades, as you will see by referring to the colored plate on page 30. On the reverse side the brown shades predominate, giving you a complete change and a darker side.

Only 63c Per Yard, with Freight Prepaid

on conditions stated in front of our catalog—for this heavy-weight, closely-woven, durable wearing, full standard Extra Super Ingrain carpet—a carpet that is just as represented by us, strictly all wool, one that we will place on your floor with a binding guarantee for wear and satisfactory service—a carpet that will positively keep its colors under any ordinary conditions of use.

Don't Judge the Quality by Price Alone

remember we enjoy peculiar advantages in buying and secure special price concessions on our large quantity purchases, which are not accorded the average concern, buying in limited quantities—an advantage we gladly share with you. Remember, too, that the large volume of our business, the fact that we sell thousands of yards of every carpet cataloged, enables us to sell on a very close margin of profit indeed, and to save you money on every carpet purchased. Price per yard..... **63c**

4312 Our own exclusive new Tan and Green Floral Design 36-inch width all-wool Extra Super Ingrain Carpet. See color plate on page 30. Price per yard **63c**

Our Rich, Dark Green and Tan Floral Design

carpet, one of the very best styles for this season in an attractive combination of strong, practical colors and in a fine, close weave that insures splendid service. While we always recommend and advise the purchase of our highest grade Extra Superfine all-wool carpets, which are only a little higher in price and which are the best all-wool carpet produced today at any price, we know that in this special all-wool carpet which we are offering at 63c per yard, you will get a carpet which will prove more than satisfactory from the quality standpoint, one that will prove up to your expectations in every way.

Just Write for a Sample of This Carpet

which will be sent to you promptly, and then compare it with any other all-wool carpet offered for the same money or even for considerably more money. You can then intelligently decide as to where you wish to place your carpet order this season. Or send us your order direct, with the understanding that if the carpet we send you is not fully up to your expectations, if you do not find it to be exactly as represented, a full standard all-wool Extra Super carpet of heavy weight, you can then return it promptly to us and we will as promptly refund your money.

The Rich, Strong, Practical Colors

in this carpet, the pleasing, new, up-to-date design, combine in a very marked degree, utility and service, with real carpet beauty and the predominating colors, tan and dark green, are used in a way to produce the most artistic effect. The light tan ground work is relieved with a small conventional figure. The floral design is brought out in sharp contrast in green and tan and on the other side the colors are exactly reversed—the dark green being the predominating color. Price per yard..... **63c**

All Wool Filled 36 Inch Width Ingrain Carpets at 52c Per Yard.

A thoroughly practical carpet as heavy in weight as our best all-wool carpets, having a strictly all-wool filling and heavy cotton warp or chain. While there are many grades of this carpet on the market—good, bad and indifferent, some in fact that are scarcely worth having, that would be dear at any price, we want you to understand that this carpet we are offering you at 52c per yard is the very best strictly all-wool filled carpet woven today, and while we could easily offer you a carpet lighter in weight and of an inferior quality at from 3 to 5c per yard less money, the difference in cost would in no way offset the difference in quality, for the best in carpets is invariably the cheapest in the long run. If you want a carpet a little lower in price than an all-wool carpet, here is a carpet that we can highly recommend for wear and service, and in fact some people prefer this grade to the all-wool quality, thinking that the cotton warp carpets wear better than a carpet with a strictly all-wool warp or chain.

For 2 Cents a Yard Extra

we will sew any ingrain carpet with a perfectly flat, reversible seam. ALWAYS ALLOW ONE EXTRA YARD in every 20 yards of carpet ordered, for matching the figures. If you allow too much we will refund the difference.

4313 Our brown and cream floral scroll 36-inch width all-wool filled Ingrain carpet, See color plate on page 31. Price per yard.. **52c**

A Very Neat Small Figured Design

in soft, modest shades of brown, tan and cream—a carpet that cannot fail to appeal to you, if you are partial to a carpet in quiet color tones—without question one of the most attractive all-wool filled carpets we have ever catalogued. (See next page.)

The Light Green Ground of This Carpet

is relieved by a very minute all over figure of geometrical design, and on this ground appears a very graceful scroll pattern. Resting on this scroll is the floral design, consisting of a single flower with foliage, the flower in green, outlined in tan with foliage in wine and tan shadings producing a brown effect. The reverse side of this carpet is much darker and the brown shades predominate.

When we Tell You That For 52c

per yard we are offering you a genuine all-wool filled, cotton chain carpet, you may rely on our statement absolutely, for you are dealing with a thoroughly responsible carpet house, a house that will treat you honestly and treat you fairly—a house that never under any circumstances misrepresents the goods offered, or wilfully deceives its patrons. Price per yard..... **52c**

4314 Our new block design, 36-inch width, reversible all-wool filled ingrain carpet. See colored plate on page 31. Price per yard **52c**

This Bright, Cheerful Block Design

ingrain carpet is reproduced from a one-yard length of the carpet by the new color process on page 31, and a close inspection of the plate will give you an excellent idea of the colors and design in the carpet, although we can assure you that it does not in any way do justice to the carpet itself.

We Have in This Number

a carpet of many richly-blending, contrasting colors and in reality no one color predominates, unless it be the rich dark red in the medalion center. The pattern, which is a mingled design, is worked out in shades of light and dark red, light and dark green, black and wine, cleverly and skillfully blended to get the richest possible effect and the result is certainly a carpet which is in every way attractive.

We Offer This Carpet to You

with a binding guarantee for quality and service and you will find it just as represented in every particular—a heavy-weight, closely-woven carpet with a cotton chain and strictly all-wool filling. The carpet reverses nicely, being just a little darker on the reverse side. Price per yard..... **52c**

4315 Our dark green and oak 36-inch width reversible all-wool filled Ingrain carpet. For color plate see page 31. Price per yard **52c**

For Only 52c Per Yard

we offer you this genuine heavy-weight, all-wool filled, cotton chain ingrain carpet, a price even lower than you would ordinarily have to pay for a carpet of greatly inferior quality—a carpet woven from the very best wool filling yarns and having an extra heavy cotton warp—a carpet that we honestly believe represents the very best value for the money offered by any house in America today.

Wear and Service Giving Qualities

are the real test of value, and while you may be offered so-called all-wool filled carpets of very indifferent quality and of lighter weight for about this same price or even for possibly a little less money, we know that taking into consideration the grade of carpet we are offering, it is by far the best carpet for you to buy, there can be no question on this point, for we are thoroughly familiar with the grades of carpets offered by all the leading houses, and know by comparison that we are giving you a carpet which is superior in every respect.

This New and Strictly High Grade

all-wool filled carpet is shown in our colored plate on page 31. The predominating colors, as you will note, are dark green and oak and the design is one of those all over effects which you will never tire of. The floral design is worked out in mingled shades of black, green, red, buff and white, skilfully blended, and the all over effect on the ground is produced with the same combination of colors blended with much lighter effect. These colors are exactly reversed on the other side of the carpet, giving you a carpet which "turns" fine. Price per yard..... **52c**

Our Hercules Extra Heavy Ingrain Carpets at 43 Cents a Yard

An entirely new line with us this season, and one that represents unusual value for the money. A carpet that is unquestionably superior from every standpoint to any medium low-priced carpet you can possibly buy. The carpet is woven up expressly to our order—it is a grade that we execlusively control, and so sure are we of the selling qualities of this carpet based on its own intrinsic merit that we have contracted for an immense quantity of the fabric which enables us to offer it to you at this special low 43c per yard price.

These Carpets are much heavier in weight

than the ordinary low-priced carpets, and actually weigh 24 ounces to the yard, where the average carpet weighs about 19 or 20 ounces, a difference in weight in your favor that adds very materially to the wearing quality. They are not only heavier, but contain more wool, are woven from cleaner stock and better materials throughout than any carpet produced today and offered at a similar price, and we accept your order on these goods with this positive understanding.

For 2 Cents a Yard Extra

we will sew any ingrain carpet with a flat reversible seam and when ordering YOU SHOULD ALLOW ONE YARD EXTRA in every twenty yards ordered for matching.

4316 Our handsome light green and cream 36-inch width extra heavy weight Hercules Ingrain carpet. See color plate on page 31. Price per yard **43c**

A Carpet Which in Style, Colorings

and general effect is equal to anything we can offer you in the higher priced carpets. These carpets are woven up expressly for us from our own exclusive designs, and this No. 4316 carpet as shown in our colored plate on page 31 is one that we consider especially attractive.

The Predominating Colors in this Carpet

are green and cream, the design in a cluster of leaves resting on a large Rococo figure and the ground work of the carpet is covered with a very minute all over pattern. The carpet is not only very desirable from the standpoint of style, but is just as desirable from the standpoint of quality, and if you wish to see how good a carpet we are offering at this special 43c price, we suggest that you write for samples of the goods, which will convince you that the carpet is all we claim for it, that it really is superior in quality, is woven from better materials throughout than carpets for which you would ordinarily pay considerably more money. Remember this carpet weighs 24 ounces to the yard and is one that will give you excellent service for the money expended, as well as a carpet that will look rich and attractive on your floor. Price per yard **43c**

4317 Our new, dark brown and cream 36-inch width Hercules Ingrain carpet. For color plate see page 31. Price per yard..... **43c**

Rich, Dark Brown and Cream Shades

predominate in this, our special new Hercules Ingrain carpet, and we are safe in saying that you have never seen anything more attractive in design or colorings, even in the higher-priced carpets than we offer in this number. We are equally safe in saying that you have never purchased a carpet at any ways near this same low price, that represents more good honest value for the money invested, and as a matter of fact, we can scarcely recommend the good wearing qualities of this carpet too strongly.

The Back Ground of this Carpet

comes in a rich, dark shade of brown and on this ground is brought out in strong contrast in shades of cream the beautiful fern leaf design. The ground of the carpet is well covered, and the pattern is one that reverses fine, in fact the reverse side of the carpet is just as attractive as the right side in every way. It is an unmatchable value at the price quoted and we accept your order with the understanding that if it is not fully up to your expectations in every way, if you do not consider it splendid value at the low price quoted, you can return the carpet to us at our expense and your money will be refunded without question. Price per yard..... **43c**

Our Half Wool Filled Ingrain Carpets at 39c a Yard.

Here is good value for you, value and service combined for very little money—39c per yard—more value and more service than you yourself will reasonably expect in a carpet offered at this low price—it is a rather broad statement to make, we know, but we have the carpet to back it up.

A Carpet Woven From Better Materials

from cleaner yarns, a carpet just a little heavier in weight than really seems necessary for the money. It is just this difference, the fact that we do offer you carpets of really superior merit, that has built up our wonderful carpet business, until we have reached the point where the output of a number of looms is required to supply our outlet for this grade of carpet alone. Selling in the quantities we do, you will understand that a profit of a few cents per yard that would scarcely be worth considering to the average dealer, amounts to quite a respectable sum to us, and as a result we are in a position to offer this carpet to you at the low price quoted.

For 2 Cents a Yard Extra

we will sew any ingrain carpet with a perfectly reversible seam. WHEN MAKING OUT YOUR ORDER DO NOT FORGET to allow at least one extra yard in twenty for matching.

4318 Our new tan, green and red 36-inch width half-wool filled ingrain carpet. See colored plate on page 31. Price per yard **39c**

A Carpet of Strong Contrasts

one of our rich, new carpet effects for this season of which we are especially proud, a clean, clear cut, distinctive design in mingled color effects in rich shadings of tan, green and red. The ground work of this carpet is in mingled shades of tan and light green, and the pattern, a handsome new floral effect, is brought out in richly contrasting shades of light and dark red, bright green and black, producing a bright, cheerful carpet in warm color tones, and one that reverses perfectly, the darker shades predominating on the reverse side. In quality this carpet is a strictly half-wool filled ingrain carpet of heavy weight, with full-count warp, woven from good clean stock and better yarns than are usually put into a carpet of this grade.

As an Exclusive Carpet House

we are better prepared to serve you in the carpet line than either your own local dealer or the general mail order houses, and this fact is emphasized by the attractive up-to-date designs and good carpet values we are offering this season. Price per yard **39c**

4319 Our handsome new tan and cream 36-inch width half-wool filled ingrain carpet. See color plate on page 31. Price per yard **39c**

An Especially Handsome New Carpet Design

a carpet in which the general ground effect is those lighter shades of cream and tan which are always so very popular with our customers and which are always so much in demand. The pattern in this carpet is a distinct floral design brought out in shades of red, cream and light green which produces a tan effect, and this pattern is outlined by a leaf effect in wine and olive green which gives a rich brown effect.

In the Back Ground Appears a Scroll Design

in soft shades of cream and resting on this scroll is a neat, well-defined floral spray in shades of tan. The ground of this carpet is entirely covered with a mingled all-over invisible design which produces a very pleasing effect and the carpet is just a little lighter on the reverse side, but reverses well.

It is a Heavy Weight Firmly Woven

half-wool filled ingrain carpet and as such we can recommend it to you in the highest terms. It should not in any way be confused with the many all-cotton carpets on the market selling at or near this 39c price, as it is far superior in every way. Price per yard **39c**

Union Ingrain Carpets at 34c

Another one of our remarkably good carpet values for this season, a carpet low in price, yet one that is of fairly serviceable quality, and while when purchasing we invariably advise you to purchase one of our better grades of carpets where possible, still at the same time we know that when ordering this carpet you will always feel that you have gotten a fair return in actual value for the money expended at our remarkably low price of 34c per yard.

Even in Our Very Low Priced Carpets

we watch the quality closely and insist that they be woven up to full standard grade. We watch this point closely as a protection to ourselves and to our customers, for you will appreciate that it is to our interest to furnish you with the best carpet we possibly can at any given price. Our outlet on this grade of carpet is so large that we are in a position to keep the looms busy all the year round on this particular grade and this fact plays a very important point in making our low price possible.

For Only 2 Cents Per Yard Extra

we will sew any ingrain carpet with a flat reversible seam, this low price barely covering the cost of the labor involved. When ordering please be sure to make due allowance for matching the figures—at least one extra yard in every twenty ordered.

4320 Our special new oak and green 36-inch width Union ingrain carpet. For color plate see page 31. Price per yard..... **34c**

One of Our Big Carpet Leaders

a carpet that is quite as attractive in design, in colorings, in general effect as anything you could purchase in the better grade of carpets—a graceful winding scroll pattern in the oak and green colorings than which there are none better for general use and service, and a carpet which reverses perfectly, being much darker on the reverse side, where the dark green color predominates.

Our Color Plate on Page 31

will give you a good idea of the general effect of this carpet, but the carpet itself is even more attractive you may rest assured of that, and while we do not make any extensive claims for a carpet at this low price, we are free to state that you are getting all the wear and service giving qualities it is possible to put into a carpet at the price quoted, and you are at the same time getting a carpet of new and up-to-date design in rich color effects and shadings.

The Price We Quote You

is based on our extensive quantity purchases of these goods and is in reality lower than the average dealer pays for the goods at wholesale in small quantities and we ship you the carpet, freight prepaid on conditions stated in our catalog, a real saving to you, an important point for you to consider when purchasing. Price per yard..... **34c**

Granite Carpets at 25c

The most serviceable, practical, low-priced carpet on the market today. A granite carpet of superior quality, much firmer and of closer weave than those carpets which are usually sold under the name of "granite," and a carpet which usually retails for about 35c per yard.

For 2 Cents a Yard Extra

we will sew any ingrain carpet. We have the latest improved power machines for doing this work and sew our carpets with a flat reversible seam. When ordering BE SURE TO ALLOW ONE EXTRA YARD OF CARPET in every twenty ordered for matching the figures.

4321 For colored plate of this red and green 36-inch width reversible granite carpet see page 31. Price per yard..... **25c**

A Very Pretty Scroll Design

in the popular red and green colorings is shown in this our reversible 36-inch width Granite carpet at 25c per yard. The design in this carpet is copied from a high-grade wool carpet, and the carpet is one that will not only look rich and attractive on the floor, but will at the same time give you remarkably good service in return for the small amount of money expended. We can furnish a very similar design, our No. 4322, in the oak and green colorings, if preferred at the same low price. Price per yard **25c**

Art Squares, Large Rugs of Every Description

Elegant Royal Wiltons, High Grade Body Brussels, Fine New Axminsters, Rich Wilton Velvets, Durable Tapestry, Brussels, Serviceable Ingrains

Everything from the Low Priced Granite up to the Finest American Rugs Produced

Every Desirable Weave and Fabric

is included in our complete rug showing for this season. Here are shown just those styles and those styles only which are newest, latest and best—the richest, choicest produce of American looms—in just those qualities which practical experience tells us will give you the very limit of satisfactory wear for any given outlay of money. Even in the largest city stories you will find no rug stock that surpasses this one in variety, in general excellence or in the beauty of the individual patterns shown.

Our Catalog with Handsome Colored Plates

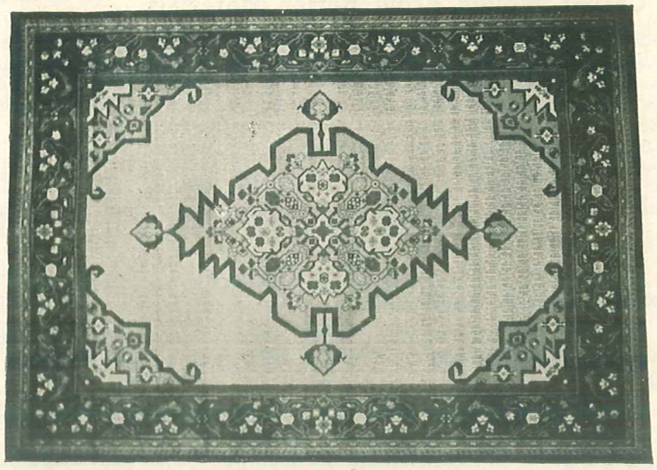
showing the exact colorings in every rug, with every detail of design and shading, together with our accurate detail descriptions brings this complete rug stock right into your home—where you can make your selections with every certainty of being suited—of getting just those exclusive new rug effects which are sure to please you.

Our Prices Represent Actual Savings

to you of $3, $5, $7, and even $10, according to the amount of your purchase. Last season scores of our patrons wrote us that they had effected savings like these and expressed surprise at our exceptional rug values, but we are offering even better values this season —are quoting even lower prices than ever before.

No Risk in Ordering from Us

on our satisfaction-or-your-money-back-plan. We accept your order for any rug, large or small, with the distinct and positive understanding that the rug when received and examined in your home must come up to your expectations in quality and other respects and if it fails to do so, you can return it to us, at our expense, when your money will be refunded without question or argument.



No. 2360

Axminster Rug $22.40

See Description Page 18

Our C. O. D. Rug Proposition

If you wish to examine any of our large rugs or art squares before paying for same we will upon receipt of 10 per cent of catalog price—provided the amount you send us is not less than $1.00—ship any rug to you by freight, C. O. D., subject to your examination, and you can pay the balance of the purchase price to your freight agent, if the rug is found entirely satisfactory, otherwise return the rug to us and we will refund your money.

We Advise against C. O. D. Shipments

It is to your advantage to send cash with order and save the 25 to 50 cents charged for collection charges, and nearly all of our customers do this. You are not taking a particle of risk by so doing, for even if you order a rug and it is not entirely satisfactory you can return it to us and we will promptly refund your money. We want our goods to please you and if they fail to do so would much rather send your money back than to have a single dissatisfied customer.

RUG FILLINGS Our new line of hemp and all wool fillings also wool grain floorings. See **PAGE 10**

New Tapestry Brussels Rugs

No. 2326. 9x12 Tapestry Brussels Rug Only $11.98

A Remarkable Rug Bargain

an extraordinary rug value. Look where you will you'll not begin to duplicate this rug in quality at the same low price—$11.98. While you may find many low priced Brussels rugs this season and there is no question but what you will, just remember that this is the lowest price Brussels rug that will be offered by any house, quality considered.

We Never Sacrifice Quality

in our goods, we simply can't afford to do it and while we advise and strongly recommend that you purchase one of our better rugs if possible, knowing that they will prove a better investment in the long run, we know further that if you buy this rug at our special $11.98 price, that you will always feel that you have got the full worth of your money in real wear and service from the rug ordered.

The Colors in This Rug

are fast, it has a strictly all wool surface and we furnish it in the very handsome light tan floral design shown on page 28. We can also furnish a similar pattern with dark green ground if preferred. We accept your order with the understanding that the rug must please you in every way when received, otherwise we refund your money, together with transportation charges if any when the rug is returned to us. 9 by 12 size only. Price **$11.98**

No. 2325. 9x12 Tapestry Brussels Rug at $12.95

Here's Something Out of the Ordinary

in a bargain rug offering—another practical demonstration of our excellent rug values and money saving prices. When you order and get this rug, examine it carefully, let your neighbors and friends examine it—see if all do not agree and unite in saying that we have given you value such as you would not secure elsewhere.

An Entirely New Persian Design

an exact copy in colorings, design and general effect, of a high grade Wilton Velvet rug is shown in our colored plate on page 28. It has a pleasing light tan center and beautiful detail border effect in red, green and cream combinations. You never saw as much style in a low priced rug before—we're perfectly safe in saying that.

This Rug is Woven from Good Materials

it has an all wool surface, the colors are fast and it will really give you very satisfactory wear—price considered. We can furnish several other Oriental and Persian effects in this same quality at the same price—$12.95—but we can furnish none that are more pleasing than this new number 2325 rug. Sixe 9x12 only. Price..... **$12.95**

Nos. 2323-2324. 9x12 Challenge Brussels Rugs, $14.50

For Only $14.50 You Can Carpet

your floor with one of these Challenge Tapestry Brussels rugs, provided your room is not larger than 13x16 feet in size, for even if your floors are not finished you can at slight additional expense either stain them to imitate a hard wood floor or cover the margin remaining with matting, with plain filling or with our new wood grain oak flooring, according to choice.

Our Line of Rugs has Been Greatly Enlarged

more than doubled in fact, to meet an ever increasing demand. We're showing more styles, handsomer styles this season that ever before, and the two styles shown in our color plates in this grade are merely intended to serve as an illustration of what we can offer. Our number 2323 rug comes in a beautiful light tan ground, with small modest floral design in pink and foliage in green, with wide border in tan, red and green.

Our number 2324 is a strong Oriental design, with rich dark red as a predominating color.

In Addition to the Two Rugs

illustrated we can furnish a wide variety of other patterns—almost the complete mill line of these goods in fact. We have medallion designs, Persian effects, Oriental styles and new floral patterns and if when ordering you will advise us fully as to your individual choice we will guarantee to make a selection that will more than please you, in every way.

These Rugs are all New

they are perfect in weave, finish, texture, the dyes used are fast, making the colors lasting and the quality is such that you can count on getting and will get more than satisfactory service for every dollar you invest in this strictly high grade genuine Tapestry Brussels rug. You may absolutely rely upon that.

SIZES *and* PRICES

	6x9	8-3x10-6	9x12	10-6x12-0
No. 2323.	$8.90	$12.98	$14.50	$17.98
No. 2325.		12.98	14.50	17.98

No. 2321-2322. 9x12 Highest Grade Peerless Brussels Rugs $19.00

A Brussels Rug Which is Peerless

in name and peerless in quality—a rug so far superior to the average Brussels rug, so much heavier in weight, so much more desirable from every standpoint that there is really no room for comparison at all—a Brussels rug for those who want the best—for those who want a rug that will meet not only ordinary but extraordinary demands of wear as well—to such we can conscientiously recommend these, our very highest grade Peerless Brussels rugs, knowing as we do their remarkable wear-resisting qualities.

Buying a Rug Like This

you buy not for a day, a week, a month or a year, but for a long term of years instead. You make a permanent carpet investment that will pay you liberal dividends for years to come and giving this fact due consideration don't you think the $19.00 necessary to secure this Extra high grade Brussels rug is money mighty well spent?

If You're Planning to Pay

a little less money remember that every additional dollar necessary to secure this rug means at least one additional year of service for you—to say nothing of the satisfaction of having the better rug—the satisfaction of knowing that you have the best on your floor.

When Ordering This Rug

you can select either our number 2321, a beautiful new light tan Persian design or our number 2322 green floral pattern, both of which are shown in our colored plates on page 27, but if you want something different we can furnish it, as we carry a very large stock of these rugs. Just write us as to the colorings and general style of pattern wanted and let us make selection for you. Depend upon it you will get the handsomest rug we have in stock and shipment will be made subject to your approval when received. We can furnish these rugs in four different sizes, but all of the rugs are not made in every size.

SIZES *and* PRICES

	7x9	8-3x10-6	9x12	11-3x12-0
No. 2321	$12.00	$17.00	$19.00	$25.00
No. 2322		17.00	19.00	

No. 2320. Our Special New 9x12 Velvet Rugs

We are Offering Some Exceptional Values

throughout our entire line of rugs this season, we are quite sure you already appreciate that fact, but in no one line of rugs do we give you more good value for the money you expend than you get in this sightly, durable wearing Velvet rug at $18.50.

We Want You to Know

right on the start that this is not one of the very low grade Velvet rugs with which the market is flooded—we are not handling that kind of rugs, we don't try to secure your business by quoting sensationally low—at least seemingly low—prices on goods of inferior quality, which are "dear" at any price.

This Rug We Are Offering You

for only $18.50 is a good Velvet rug, a rug that will give you durable wear, good service and plenty of it—a rug that will give you that rich effect on your floors for which Velvet rugs are noted—a rug in which the colors are fast, a very important point for you to consider when purchasing.

We Show One of Our Best Styles

in this new Velvet rug, a handsome medallion pattern in strong, rich color effects on page 27, color plate number 2320, but we can also furnish a number of other equally attractive Oriental designs at the same price and in the same quality, and will use the best of care in making a selection for you if you will let us know just what is wanted, a selection which will of course be subject to your entire approval.

In the Standard 9x12 Size

the only size in which this rug is made, you can use the rug to good advantage and with good effect in any room up to 13x16 feet in size, and the space remaining can be stained, or covered with matting, plain filling or our oak grain wood flooring as preferred. In either case giving you a rich Velvet floor covering at a comparatively small cost. Remember, too, we make shipment in every case on our satisfaction-or-your-money-back-plan.

9x12 size only.

Price **$18.50**

No. 2319. Our Very Highest Grade 9x12 Wilton Velvet Rug at $22.90

A Handsome New Medallion Design

in this, our very highest grade Genuine Wilton Velvet rug is shown in our color plate number 2319 on page 27 and it is merely suggestive of what we can furnish in the way of rich Oriental effects. It is a rug of many harmonious shades and color tones, blended in a way to produce the most artistic color effects, with the lighter shades or colors predominating.

Our Line of These Rugs

is very complete. We can furnish either floral designs or Oriental effects, but the Orientals are in greatest demand in this class of goods. We can furnish other Oriental designs with green predominating and with red predominating and can furnish the floral designs in either red, green or tan combinations as preferred. From our large stock which is constantly being strengthened by the addition of new patterns from the mills, we can give you just the rug that will meet with your approval—the rug that will conform to your own ideas of style and beauty.

These Genuine Wilton Velvet Rugs

are constantly growing in favor. Each season our sales show a marked increase over those of the previous season. It is a rug fabric we can conscientiously recommend—especially the very high grade Wilton Velvet rugs we are offering this season, as they have a heavy close pile and are woven from the very best stock and from strictly high grade materials throughout.

We Don't Need to Tell You

that a rug of this kind—a rug that is strictly high grade—a first class rug in every particular, will give you better wear and more service than many of the so-called "Wilton Velvet" rugs which may be offered at alluring prices, but which have very little to commend them but the price. Quality is what you want—it's the most essential point to consider, when purchasing a rug of this kind. Better buy a thoroughly good Brussels rug than a "cheap" Wilton Velvet—just remember that. Remember, too, that quality is what you get in our highest grade Wilton Velvet rugs—quality and good value for your money.

SIZES *and* PRICES

	8-3x10-6	9x12
No. 2319	$20.75	$22.90

Nos. 2317-2318. Our Special Line of 9x12 Axminster Rugs at $19.95

Here's another practical demonstration

of what our immense purchasing power and vast carpet outlet does for you in the way of lower prices. No need to waste words in argument as to why you should send your rug order to us when we can offer you an in every way desirable parlor Axminster rug in the 9x12 size for only $19.95. You're probably already aware of the fact that such rugs invariably retail at $25 and upwards, but we can assure you that even at the higher prices mentioned you'll be shown nothing more attractive, in style, in colorings or design than these rugs we are putting out this season at our $19.95 price.

We want your rug business this season

and in order to make sure of getting it we share with you freely, those special concessions in price we gain from the mills on our large quantity purchases, quoting you prices that actually save you from $5 to $7.50 and in some instances $10 on your rug outlay, giving you rugs at the same time, that are thoroughly desirable from the quality standpoint.

Just order one of these Special

new 9x12 Axminster rugs—at the low price quoted—$19.95. Let us ship you our beautiful new tan floral design number 2318 or our no less attractive Red and Tan Medallion effect, number 2317, or let us make a special selection for you in accordance with your suggestions, from our very complete line of these rugs When the rug comes, examine it carefully, let your neighbors examine it and then if you are not more than pleased with your purchase, if you are not satisfied and fully convinced that you have saved money by dealing with us, return the rug at our expense—your money will be refunded. Could we possibly make you a fairer offer? 9x12 size only. Price..... **$19.95**

"I received my rugs and linoleum and am highly pleased with them. I find everything exactly as represented and you may be sure of my patronage in the future, as I can save so much by dealing with you. Mrs. W. N. Hogg, Glen Jean, West Va."

Nos. 2315-2316. Our strictly high grade 9x12 Axminster Rugs at $22.40

No richer color effects, no softer shadings

are put into rugs than are found in the really handsome Axminster rugs we are offering this season. The Axminster weave is one that lends itself readily to color effects it is impossible to secure in any other fabric—and while our color plates are made from photographs and show with remarkable accuracy the colorings and pattern, it is simply out of the question for any mere illustration to do justice to the rugs themselves—you must see the rugs to fully appreciate their beauty.

In our color plates on page 26

we reproduce two of our latest and best styles in these new and strictly high grade Axminster rugs. Our number 2315 is an especially handsome floral pattern with the green shades predominating, while our number 2316 is a new medallion effect in green, cream and red color combinations. We can also furnish a beautiful floral design with very light tan ground and rich dark red roses as well as many other styles—no less than 20 in all.

While these rugs are especially attractive

from the standpoint of beauty, they are no less attractive from the standpoint of service, they have a long deep high pile, a smooth, even perfect finish, are woven from strictly high grade materials throughout and are in every way a thoroughly satisfactory fabric—a rug we can and do offer with a binding quality guarantee—on our satisfaction-or-your-money-back-plan.

If the exact pattern you want

is not illustrated, correspond with us, advise us fully as to just what colorings, what style of pattern you do want and we will tell you exactly what we can furnish along those lines, or will make selection and ship subject to your approval.

SIZES and PRICES:

	8-3x10-6	9x12
No. 2315	$20.00	$22.40
No. 2316	20.00	22.40

Special Sizes—We can furnish the same quality in special sizes as follows: 10-6x13-6 at $31.75, 12x15 at $38.50.

Our Very Highest Grade Axminster Rugs at $24.50

Nos. 2311, 2312, 2313, 2314

This a special quality Axminster Rug

finer, better, more closely woven, superior in every detail of weave, finish and texture to what is usually offered and you can order this rug with this positive understanding. These high grade rugs are woven from the finest worsted yarns, they have an extra long, deep pile and are rich, soft, luxurious—an extra high grade rug in every sense of the word. Giving these facts due consideration they represent exceptionally good value at our $24.50 price.

These rugs are in a class by themselves

not only in quality, but in the matter of colorings and designs as well. We show in this line some extremely high-class designs which are entirely out of the ordinary and are distinctively different from what are offered in the average Axminster rug—patterns which represent the very best efforts of America's leading designers—exclusive styles which are sure to please and which will give character to your home furnishings.

Take for example our No. 2311 rug

in its rich two-tone (self-colored) green colorings—a rug which can be used very effectively with the new Mission furniture, or take our number 2312, a handsome new Tan Medallion design, both of which are shown in our color plates on page 25. In addition to these we illustrate on this page in black, our number 2348 rug, which is entirely new and is one of the strongest Oriental designs we have ever offered. It comes in combinations of old rose, terra cotta, blue, green, cream and black colorings, which are very effective.

If you prefer a floral design

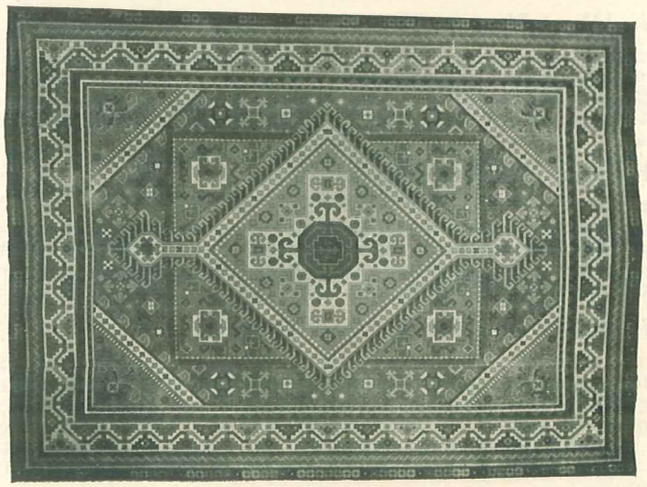
we can furnish you with something equally attractive, and the exquisite color effects, the wonderful combinations of delicately blended shades in these rugs are simply beyond description and mark them as the parlor rug par excellence. Could you possibly ask for anything handsomer or more effective as a floor covering than our number 2314 in which the brown, tan and cream shades predominate, or our number 2313 with its rich dark green ground and entirely new floral design?

We can furnish at least

a dozen styles and patterns in this line of rugs alone, and if when ordering you will advise us as to the style of patterns, the colorings which you prefer, we will make a selection that we guarantee will please you. Every rug we send out is shipped with an absolute guarantee as to quality, with the understanding in all cases that it may be returned to us if it does not come fully up to or even exceed your expectations in every way. These rugs are made in two sizes only.

PRICES:

8-3x10-6 Size, $22.00 9-0x12-0 Size, $24.50



No. 2348

Axminster Rug, $24.50

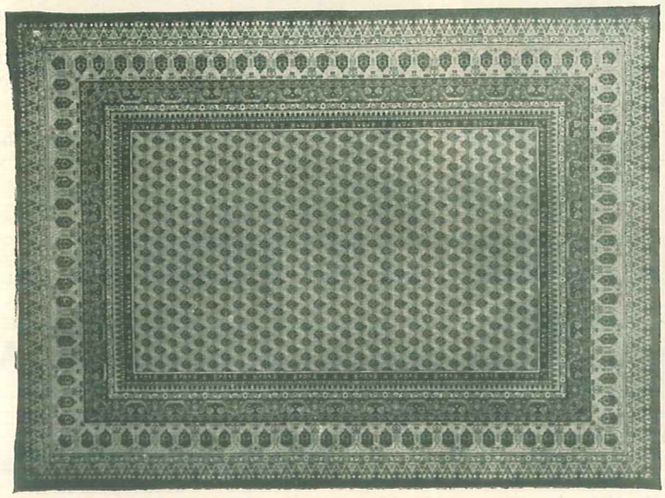
The rug arrived in good condition and I must say it is a very good pattern. As for workmanship and make up I have never seen a better job. It lies perfectly smooth on the floor and all seams are even. My wife is very much pleased with it.

O. P. Schmidt, Westbrook, Minn.

Extra Quality Body Brussels Rugs

The Old Reliable and Ever Dependable

genuine Body Brussels rugs, the highest grade, most durable wearing Brussels rug that money can buy—the original Brussels rug—a rug in which the colors go clear through to the back. These rugs are too well and favorably known to require etxended comment by us. Their wear and service giving qualities are a tradition in thousands of American homes and all we need say here is that the rugs we are offering this season are the best body Brussels rugs that are or can be woven.



No. 2361

Body Brussels Rug, $26.75

A Rug of Sterling Worth

and real merit. A rug we can conscientiously recommend to you in the highest terms. A rug you can put down in living room, in sitting room, in dining room, in office or in any room where the hardest kind of wear and service is required and where even under extraordinary conditions of hard usage, its wear resisgting qualities will prove more than equal to every test.

One of Our Latest Styles

in these rugs, a very neat small figured design, with light tan ground and with pattern effect brought out in olive green, red, black, and old rose color combinations, is shown in our illustration above, and while unfortunately we cannot show any of these rugs in our colored plates, owing to lack of space, we can assure you that we carry a very complete line, embracing the very latest styles and patterns.

We can Furnish These Rugs

with the green ground predominating, with shades of red predominating and in large, medium or small figures as preferred, in Oriental, Persian and Medallion effects, and when ordering we request that you advise us fully as to the colorings and general style of pattern you prefer and your suggestions will be carried out carefully when selection is made by us. The rug ordered will be shipped on our money-back guarantee so that you are taking no risk in the matter whatever.

In Addition to the Standard Sizes

you will also note that we can furnish a number of special large sizes in this grade of rug, which are listed and priced below, a very attractive feature.

SIZES *and* PRICES

8-3x10-6	$24.75	9-0x12-0	$26.75
10-6x12-0	37.50	10-6x13-6	42.50
11-3x15-0	$47.50		

I have received the Brussels Carpet in fine shape and am well pleased with it. It is a beauty and all those that have seen it express the same opinion. Thanking you for your honesty and straight business methods and hoping to do further business with you, I am, G. Sherman Easter, Lakeview, Oregon.

Genuine Royal Wilton Rugs

In These, the Highest Grade Rug We Offer

we give you the perfection of American rug weaving today—the highest standard yet attained by America's most skilled weavers. A rug far surpassing all others in durable wearing qualities, and rivaling even in this respect the genuine imported Oriental rugs costing many times the price. If you are looking for something especially fine in the way of a high grade rug, if you want the very best that we or any carpet house can possibly offer, you will get it when ordering one of these genuine Royal Wilton rugs.

No. 2362

Royal Wilton Rug, $36.50

These Rugs are Woven from the Very Finest

materials obtainable, from the highest grade worsted yarns. They have a very close, heavy pile and smooth finish, are even in texture and perfect in every way. The fabric is woven clear through, showing on the back of the rug. It is durable in the extreme, in fact the most durable carpet or rug fabric produced today. Even though subjected to the very hardest usage, even under the most trying conditions of wear, a rug of this kind will give you an entire lifetime of wear and service, and this doubtless in a large measure accounts for the popularity of the fabric, for our sales on this class of goods are increasing each season.

In these Rugs We Offer a Wide Range

of patterns. We can furnish small set figured or all over effects in either Persian, Oriental or Medallion designs in almost every conceiveable color combination, and in large, medium or small figures. We can also furnish the rugs in extreme styles such as two-tone green, two-tone red, etc., where some particular color is wanted to carry out decorative schemes.

We Invite Special Correspondence

from you in regard to these rugs, for while we do not illustrate the rugs in colors, our stock is unusually complete. We can furnish almost anything that is wanted and if when ordering you will advise us fully as to the predominating colors in your room furnishings, the color of your wall paper, etc., we will make a selection which will be in keeping with your other furnishings and which we guarantee will please you perfectly. We furnish these rugs in the five sizes listed below:

SIZES *and* PRICES

8-3x10-6	$34.50	9-0x12-0	$36.50
10-6x12-0	47.50	10-3x13-6	55.00
11-3x15-0	$65.00		

The room rug ordered from you came while I was away on a visit. When I returned it was here and I was very much pleased with it. We have it down and all my friends unite in admiring it. I shall "call again." Respectfully, Mrs. J. B. Gillespie, Alva, Okla.

New Fashoda Art Squares

A New Line of Art Squares that Will Please You

something different from what you have been accustomed to buying—our own exclusive Fashoda weave fabric which we put out with the highest possible guarantee for service. Since the introduction of our Fashoda carpets some three years ago we have found a steady and ever increasing demand from our customers for an art square woven up in the same manner and from the same high grade materials and this season we are pleased to announce that we can furnish a complete line of our Fashoda squares in eight of the most popular sizes.

If You are Familiar with Our Fashoda Carpet

with its exceptional merit and sterling worth, the carpet which is finding such a ready and phenomenal sale with carpet buyers everywhere, you will at once appreciate the many good qualities of these Fashoda squares, but if you are not, we will simply say that the fabric is the best ingrain fabric produced today, a fabric that will give you at least one-third more wear than any ordinary ingrain carpet.

These Squares are far Superior

in every way to the ordinary all wool art square, they are much more firmly and closely woven, they are a great deal heavier in weight and will for that reason lie much smoother and nicer on the floor. They are bound at the ends the same as a Brussels rug instead of being fringed. All the good points mentioned in our description of our high grade Fashoda carpet on page 11, apply equally well to these squares and they will at once commend themselves to those who are looking for a thoroughly desirable floor coving at a popular price.

These Extra Heavy Weight Reversible Fashoda Squares

are woven in a single piece without seams and have a square center with border around to match. At the prices quoted they are really exceptional values. We show three new and attractive styles in these squares in our color plates on page 23 of which description is given below.

2301 A high class Persian design with an attractive all-over center and handsome border effect worked out in dark green and red colors, producing a wine effect with the lighter shadings in light gray.

2302 A conventionalized floral design in rich dark green and tan colors, a thoroughly practical square, new, strictly up-to-date in style and pattern.

2303 A graceful scroll design in the center in the lighter shades, the same design being carried out in the border, in a combination of light green, cream and rose colorings. One of the handsomest designs we have ever offered.

SIZES *and* PRICES:

6 by 9 feet	$4.78	9 by 12 feet	$ 9.50
7½ by 9 feet	5.95	10½ by 12 feet	11.20
9 by 9 feet	7.15	12 by 12 feet	12.75
9 by 10½ feet	8.35	12 by 15 feet	15.90

All Wool Art Squares

AT THE VERY LOW PRICES QUOTED BELOW. We offer these high grade strictly all wool squares in a pleasing range of up-to-date styles, the handsomest patterns brought out by the mills this season.

We want you to distinctly understand

right on the start that the squares we are offering are not the same class of squares of indifferent quality put out by many of the catalog houses, but on the contrary they are the very highest grade squares woven today and are of exactly the same quality as our best Extra Superfine ingrain carpets, being woven from clean, carefully selected filling yarns of the very best quality, and having a pure worsted warp.

The difference in price

between a square of this kind woven from strictly high grade materials and a square of indifferent quality is very slight indeed, so slight in fact that you can certainly well afford to have the best, a square that will give you absolutely satisfactory service, a square that will hold its colors, not merely for a few months after purchase, but throughout many years of actual use. You are not taking any risks in ordering our squares, and will have the satisfaction of knowing that you are getting the best strictly all wool square that money can buy, a square put out by a thoroughly responsible carpet house that backs up its goods and never offers a fabric which it cannot recommend to its customers.

These heavy weight, reversible Ingrain Rugs

are woven in a single piece without seams, and have a square center with border around to match. They are finished at the ends with a wool fringe three inches deep. On page 23 color plates Nos. 2304 and 2305 we reproduce two entirely new patterns in these room size ingrain rugs in their actual colorings, which are sure to prove very popular selling styles, and we can also furnish a very attractive square in the oak and green colorings if preferred, our No. 2309.

2304 Square comes in an olive green ground with pattern effect in white, and is an entirely new Art Noveau, (New Art) design in a mingled all over ground, the pattern effect being brought out in sharp contrast in white. It is a new distinctive design, sure to have a phenomenal sale with us this season.

2305 Light green and red square has a light green ground, covered with a small invisible geometrical figure, the leaf design appearing in white and red, producing a pink effect, and red and black which gives a dark red effect. A modification of this same design is worked out in the border in green.

When ordering state size and pattern wanted

or give us the size and allow us to make a selection that will best harmonize with your paper and furnishings and we will send you a square that will more than please you in every way.

SIZES *and* PRICES:

6 by 9 feet	$4.50	9 by 12 feet	$ 8.88
7½ by 9 feet	5.63	10½ by 12 feet	10.45
9 by 9 feet	6.75	12 by 12 feet	11.95
9 by 10½ feet	7.88	15 by 12 feet	14.85

Nos. 2307-2308 Best Cotton Chain, All Wool Filled Art Squares

An entirely new line of squares

with us this season, but fully up to the standard of quality maintained by this house in all of its offerings. These squares are exactly the same as our No. 2304 and No. 2305 all wool squares with the exception that they have a cotton warp instead of an all wool warp. As a matter of fact they will give just as good wear as any all wool square you can possibly purchase, and more satisfactory service than many of the low grade all wool squares on the market today.

We furnish these squares

in the same patterns as our all wool squares, and in four popular sizes, but have given them different numbers so that you cannot possibly make any mistake in ordering.

2307, comes in the same pattern as our No. 2305 all wool square, but in the all wool filled, cotton chain quality.

2308 comes in the same pattern as our No. 2304 all wool square, but in the all wool filled, cotton chain quality.

SIZES *and* PRICES:

9x9 feet	$5.40	9x12 feet	$7.20
9x10½ feet	6.25	10½x12 feet	8.40

Nos. 2306-2310 Heavy New Reversible Granite Art Squares

In the three different sizes given below and at the remarkably low prices quoted, we furnish these heavy weight, strictly reversible Granite room size rugs or art squares, and offer them as the most serviceable, most practical, low priced floor rugs that are on the market today, and in these low priced goods as in our better offerings, we can assure you that we look well to the quality of the rugs rather than to price alone. As a result you can expect when placing your order with us to get the best rug of this kind that is offered today, and you will not be disappointed.

Our color plate No. 2306 on Page 23

shows one of our most popular styles for this season in these heavy weight granite rugs, but we can also furnish another pattern that is equally as attractive in the red and green colorings. These rugs are woven in one single piece without seams, they have beautiful center effects, with border to harmonize in colorings, design and general effect and are especially suitable for use in the bed rooms, as crumb cloths or as a protection for fine carpets, although they can be used to good advantage in any room where a very low priced floor covering is wanted.

We have sold thousands of these squares

to our customers the past year with satisfactory results and we know that when you have ordered and received one of the squares you will marvel that we can offer so much value for so little money.

SIZES *and* PRICES:

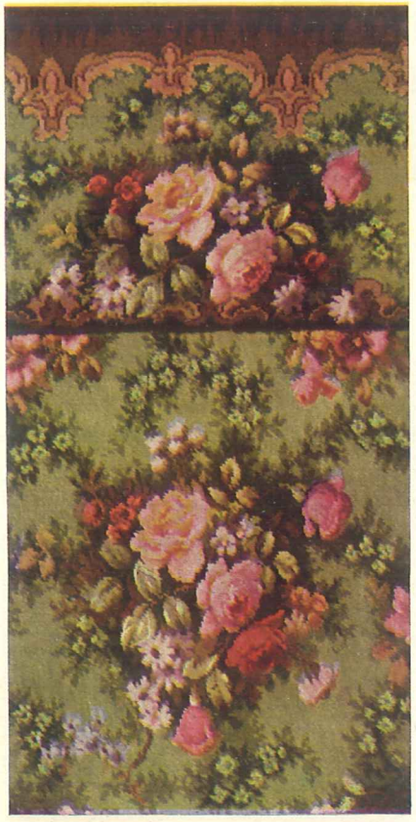
9x9 feet, $2.98 9x10 feet, $3.48 9x12 feet, $3.98

No. 3303. Elegant Axminster carpet. Finest quality. See description page 5. Price, per yard.....**$1.35**

No. 3302. For full description of this elegant Axminster carpet see page 5. Price, per yard.....**$1.35**

No. 3301. Very highest grade Axminster carpet. See description on page 5. Price, per yard.....**$1.35**

No. 3304. Special quality Axminster carpet. New scroll design. See page 6. Price, per yard.....**$1.07**



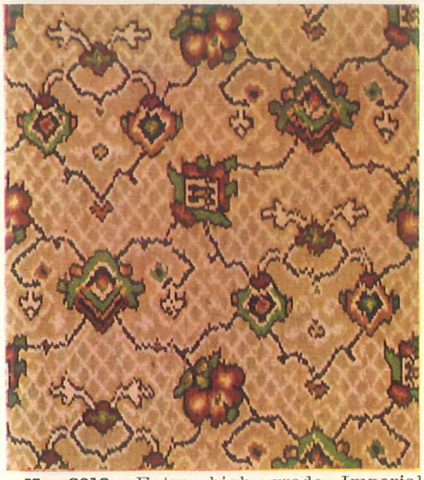
No. 3305. Rich new green floral Axminster carpet. Described on page 6. Price, per yard.....**$1.07**

No. 3306. Special prize design Axminster carpet. A beauty. See description page 6. Price, per yard.....**$1.07**

No. 3307. Strictly high grade genuine Wilton Velvet carpet. See description page 7. Price, per yard.....**$1.00**

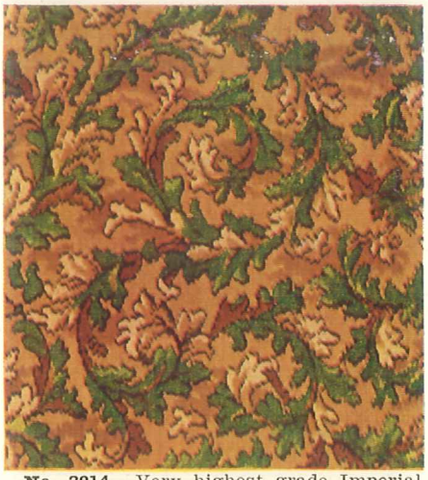
No. 3308. Rich new parlor design genuine Wilton Velvet carpet See description page 7. Price, per yard.....**$1.00**

No. 3309. Handsome tan floral design genuine Wilton Velvet carpet. Described on page 7. Price, per yard.....**$1.00**



No. 3213. Extra high grade Imperial Brussels carpet. See description page 8. Price, per yard..... **94c**

No. 3212. Beautiful tan floral Imperial Brussels carpet. See description page 8. Price, per yard.....**94c**



No 3214. Very highest grade Imperial Brussels carpet. See description page 8. Price, per yard.....**94c**

No. 3311. Our special rich new floral Velvet carpet—special value. See description page 9. Price, per yard....**85c**

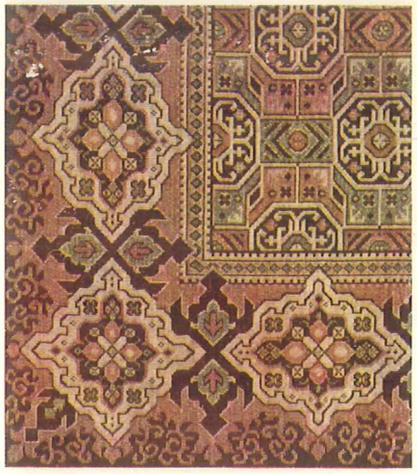
No. 3210. Handsome Persian design Velvet carpet. See full description page 8. Price, per yard..... **85c**

No. 3315. Our special new tan floral Brussels carpet. See description page 10. Price, per yard.....**65c**

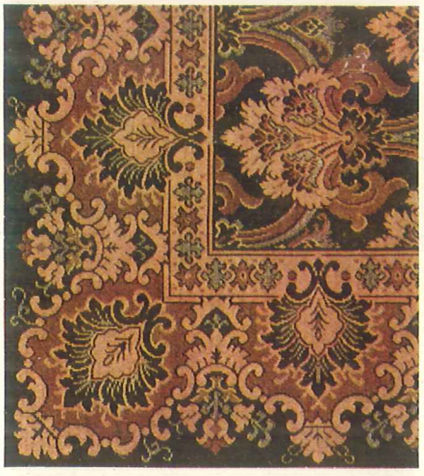
No. 3316. New Persian design tan ground Brussels carpet. See description page 9. Price, per yard.....**79c**

No. 3317. Rich new durable wearing Brussels carpet. See full description page 9. Price, per yard.....**79c**

No. 3318. Handsome tan floral Brussels carpet. Splendid value. See description page 9. Price, per yard.....**79c**



No. 2301. Fashoda Art square. For description, sizes and prices see page 20.



No. 2302. Fashoda Art square—the best square woven. See page 20 for description, sizes and prices.

No. 2303. Heavy Fashoda Art square, in a class by itself. For description, sizes and prices see page 20.

No. 2304. Highest grade all wool art square. 8 different sizes. See description and prices page 20.

No. 2305. Extra superfine all wool art square. 8 sizes. See description and prices on page 20.

No. 2306. New heavy Granite Art Square in three sizes. See description and prices on page 20.

No. 2351. Fringed carpet rugs. See description, sizes, and prices on page 33.

No. 2352. Special Velvet rug —a bargain. See descriptions, sizes and prices on page 33.

No 2353. Wilton Velvet rug. See full description, sizes and prices on page 33.

No. 2354. New Moquette rug. See description, sizes and prices on page 33.

No. 2359. High grade Axminster rug. See description, size and price on page 33.

No. 2360. Highest grade Axminster rug. See description, size and price on page 33.

No. 2355. Jute Smyrna Rug. See description, size and price on page 33.

No. 2356. Extra quality Axminster Rug. See description, sizes and prices on page 33.

No. 2357. Special quality Smyrna Rug. See description, sizes and prices on page 33.

No. 2358. Best quality Smyrna Rug. See description, sizes and prices on page 33.

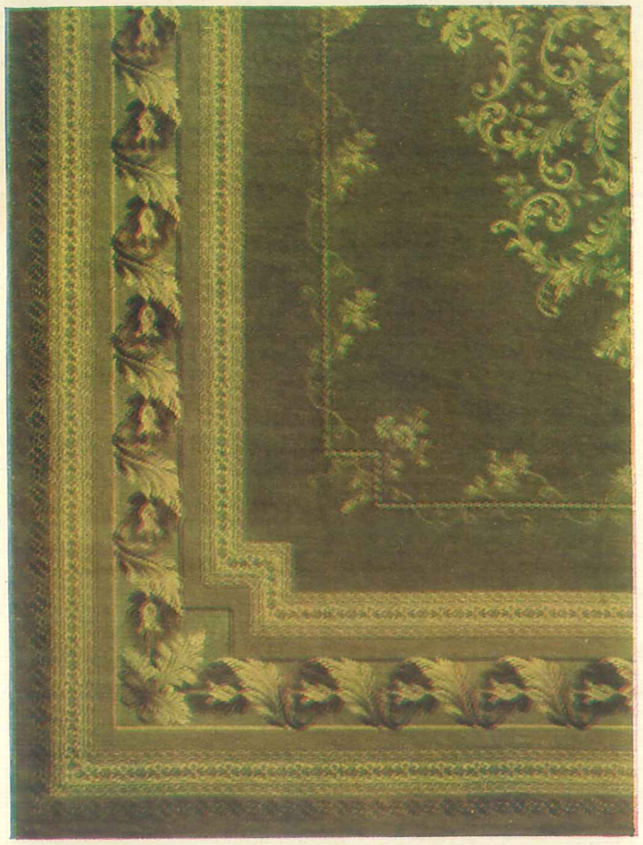
No. 4326. Hemp stair carpet. See page 10. Price, per yard...**24c**

No. 4327. Stair carpet. See page 10. Price, per yard...**39c**

No. 4328. Stair carpet. See page 10. Price, per yard...**39c**

No. 4329. Stair carpet. See page 10. Price, per yard...**39c**

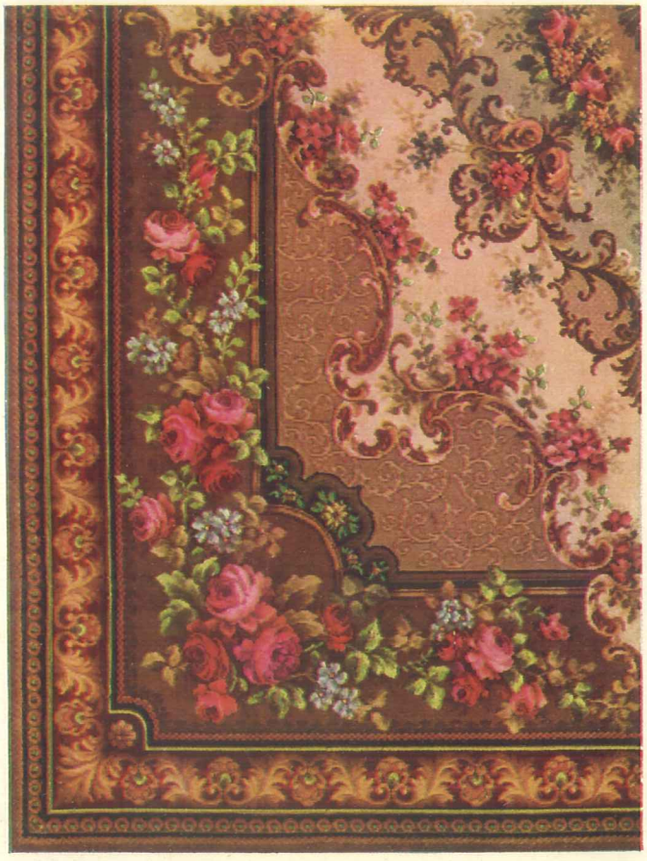
No. 4330. Wool filling. See page 10. Price, per yard...**65c**



No. 2311. Elegant Axminster rug—finest quality. Swell new two tone effect. For description, sizes and prices see page 18. Price in the 9 by 12 size.....**$24.50**

No. 2312. Extra fine, heavy Axminster rug, best quality made. New medallion design. For description, sizes and prices see page 18. Price, in the 9 by 12 size.....**$24.50**

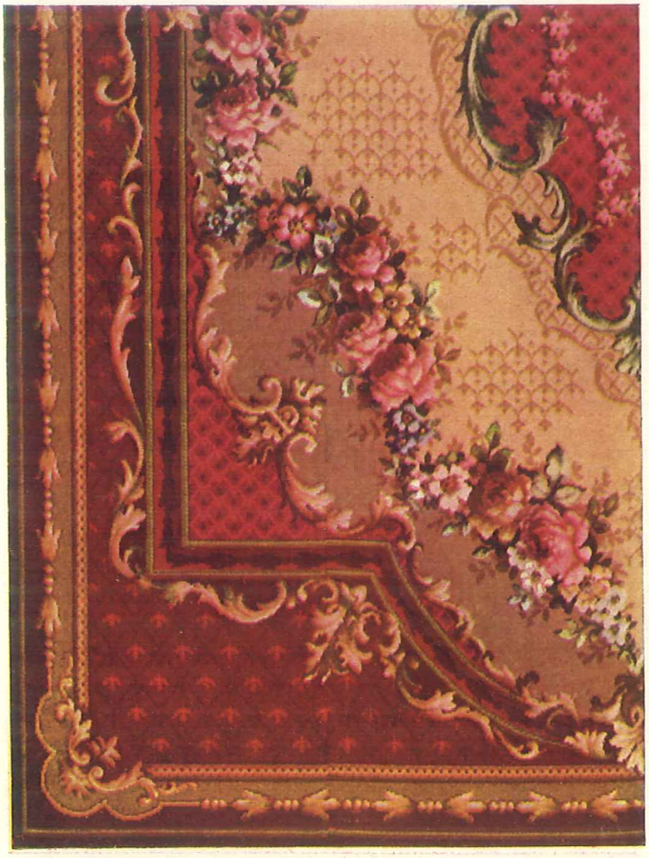
No. 2313. Beautiful new floral extra high grade Axminster rug. For description, sizes and prices see page 18. Price in the 9 by 12 size.....**$24.50**



No. 2314. Rich, heavy, luxurious Axminster rug. Fine deep pile. For description, sizes and prices see page 18. Price in the 9 by 12 size.....**$24.50**

No. 2315. Handsome green floral high grade Axminster rug. For description, sizes and prices see page 18. Price in the 9 by 12 size.....**$22.40**

No. 2316. New medallion center high grade Axminster rug. For description, sizes and prices see page 18. Price in the 9 by 12 size.....**$22.40**



No. 2317. Special Axminster rug bargain. Rich colorings. See description page 18. Comes in the 9 by 12 size only. Price **$19.95**

No. 2318. Beautiful tan floral Axminster rug bargain. See description page 18. Made in the 9 by 12 size only—an exceptional rug value at.....**$19.95**

No. 2319. Extra high grade genuine Wilton Velvet rug. Durable, sightly, very serviceable. See description, sizes and prices page 17. Price, in the 9 by 12 size.....**$22.90**

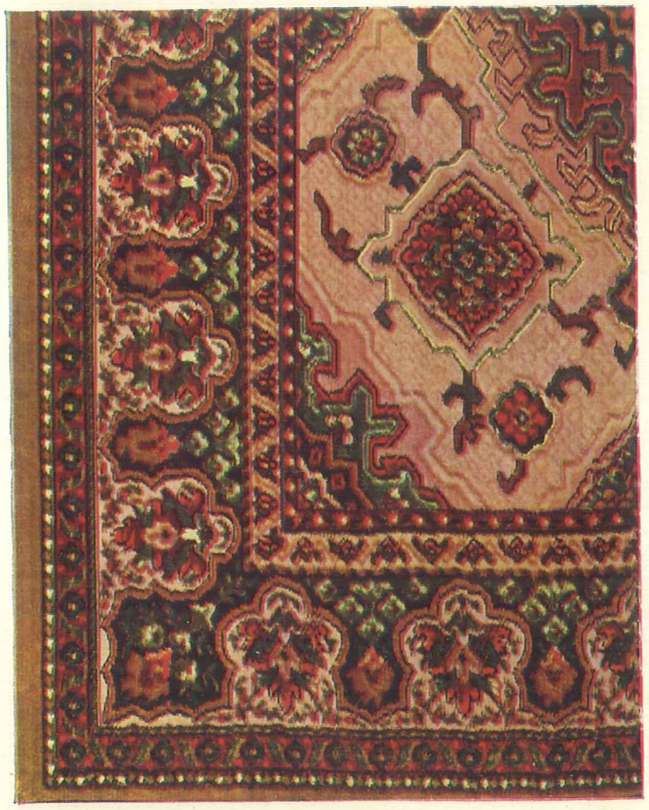
No. 2320. Our special Wilton Velvet Rug bargain. Unmatchable value. See page 17. Comes in the 9 by 12 size only. Price **$18.50**

No. 2321. Extra quality Peerless Brussels Rug—none better. For description, sizes and prices see page 17. Price; in the 9 by 12 size.....**$19.00**

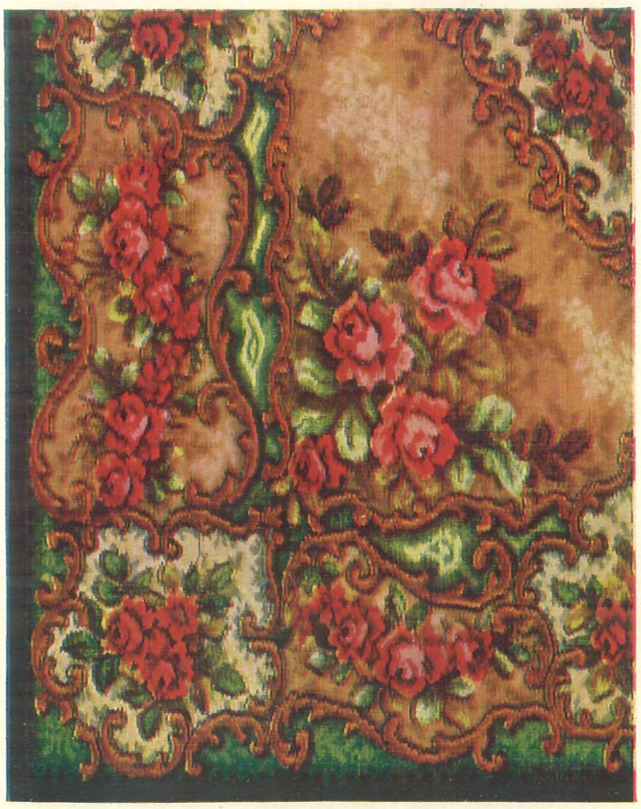
No. 2322. Peerless Brussels rug. Extra quality—a life-time of wear. For descriptions, sizes and prices see page 17. Price, in the 9 by 12 size.....**$19.00**

No. 2323. Our splendid Challenge Brussels Rug. Very durable. For description, sizes and prices see page 17. Price in the 9 by 12 size.....**$14.50**

No 2324. Our durable wearing Challenge Brussels Rug. For description, sizes and prices see page 17. Price, in the 9 by 12 size.....**$14.50**



No. 2325. Our room size Tapestry Brussels Rug bargain. For description see page 16. Comes in the 9 by 12 size only. Price **$12.95**



No. 2326. Our new special Tapestry Brussels Rug value. A beauty for the money. Comes in the 9 by 12 size only, see description page 16. Price, only.....**$11.98**

No. 6301. Linoleum. See page 34. 2 yards wide. Price, per running yard.....**98c**

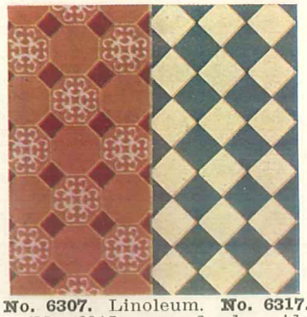
No. 6302. Linoleum. See page 34. 2 yards wide. Price, per running yard.....**98c**

No. 6303. Linoleum. See page 34. 2 yards wide. Price, per running yard.....**98c**

No. 6304. Linoleum. See page 34. 2 yards wide Price, per running yard.....**98c**

No. 6305. Linoleum. See page 34. 2 yards wide, per yard.**$1.30**
4 yards wide, per yard....**$2.80**

No. 6306. Linoleum. See page 34. 2 yards wide, per yard.**$1.30**
4 yards wide, per yard....**$2.80**



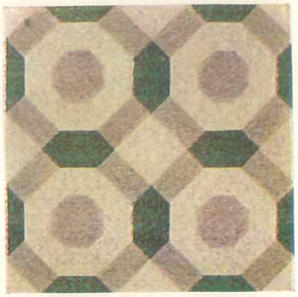
No. 6307. Linoleum. **No. 6317.** (No. 6317 comes 2 yds. wide only).
2 yds. wide, price, per yd.**$1.30**
4 yards wide, per yard....**$2.80**

No. 6308. Linoleum. See page 34. 2 yards wide, per yard.**$1.30**
4 yards wide, per yard....**$2.80**

No. 6309. Inlaid Linoleum. 2 yards wide, per yard.....**$2.58**

No 6310. Inlaid Linoleum. 2 yards wide, per yard.... **$2.58**

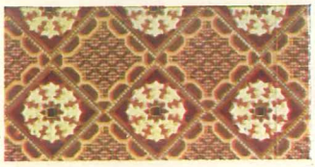
No. 6311. Inlaid Linoleum. 2 yards wide, per yard.....**$2.58**



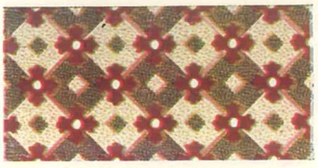
No. 6312. Inlaid Linoleum. 2 yards wide, per yard.....**$2.58**

See descriptions Inlaid Linoleums page 34. Made 2 yards wide only.

No. 6313. Oil Cloth.....**25c**



No. 6314. Oil Cloth.....**30c**

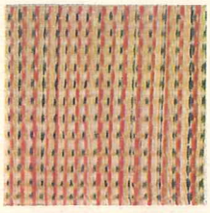


No. 6315 Oil Cloth.....**30c**

No. 6316. Oil Cloth.....**33c**

For descriptions of above floor oil cloths see page 34.

No. 5301.....12c



No. 5302.....19c

No. 5303.....23c

No. 5304.....21c

No. 5305.....21c

NEW CHINA MATTINGS

For descriptions of these mattings see page 34.

No. 5306.....24c

No. 5307.....24c

No. 5308.....27c

No. 5309.....27c

No. 5310.....27c

NEW JAPAN MATTINGS

For descriptions of above mattings see page 34.

No. 4301. New Fashoda ingrain carpet. See page 11. Price per yard.....**73c**

No. 4302. Fashoda Ingrain carpet. See page 11. Price, per yard.....**73c**

No. 4303. Fashoda Ingrain carpet. See page 11. Price, per yard.....**73c**

No. 4304. Fashoda ingrain carpet. See page 11. Price, per yard.....**73c**

No. 4305. Extra Superfine all wool carpet. See p. 12. Price, per yard....**69c**

No. 4306. Extra Superfine all wool carpet. See p. 12. Price, per yard....**69c**

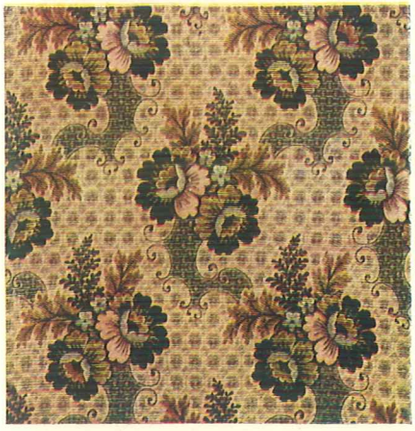
No. 4307. Extra Superfine all wool carpet. See p 12. Price, per yard....**69c**

No. 4308. Extra Superfine all wool carpet. See p. 12. Price, per yard....**69c**

No. 4309. Extra Superfine all wool carpet. See p. 12. Price, per yard....**69c**

No. 4310. Special heavy all wool carpet. See page 13. Price, per yard.....**63c**

No. 4311. Special heavy all wool carpet. See page 13. Price, per yard.....**63c**



No. 4312. Special heavy all wool carpet. See page 13. Price, per yard.....**63c**

No. 4313. Heavy all wool filled carpet. See page 13. Price, per yard.....**52c**

No. 4314. Best all wool filled carpet. See page 14. Price, per yard.....**52c**

No. 4315. Best all wool filled carpet. See page 14. Price, per yard.....**52c**

No. 4316. Hercules Ingrain carpet. See page 14. Price, per yard.....**43c**

No. 4317. Hercules Ingrain carpet. See page 14. Price, per yard.....**43c**

No. 4318. Half wool filled carpet. See page 15. Price, per yard.....**39c**

No. 4319. Half wool filled carpet. See page 15. Price, per yard.....**39c**

No. 4320. Special Union Ingrain carpet. See page 15. Price, per yard.....**34c**

No. 4321. Heavy Granite Ingrain carpet. See page 15. Price, per yard.....**25c**

No. 3322. Special Brussels Stair carpet. See page 10. Per yd. **59c**

No. 3321. Rich Velvet Stair carpet. See pg. 10. Yd....**85c**

No. 3319. W. Velvet Str. carpet. See pg. 10. Yd.....**$1.00**

No. 3320. W. Velvet Str. carpet. See pg. 10. Yd.....**$1.00**

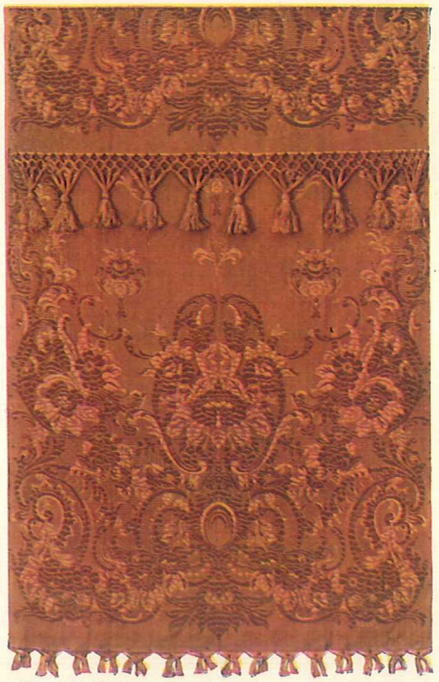
No. 4326. Oak grain rug surround. See pg. 10. Yd....**65c**

No. 4323. Hall carpet. See page 10. Price, per yd....**63c**

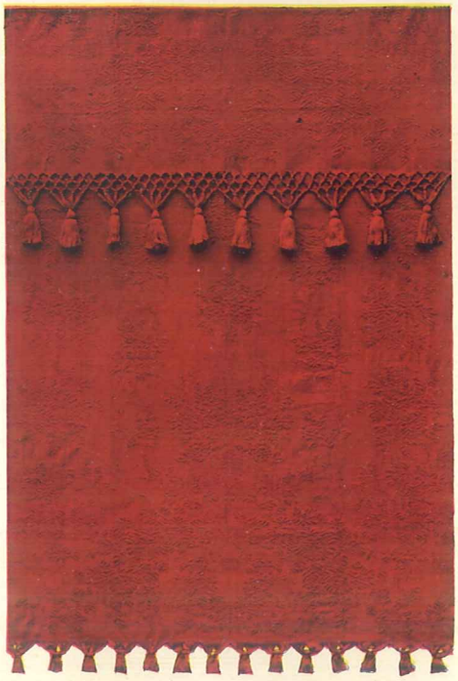
No. 4324. Hall carpet. See page 10. Price, per yard...**63c**

No. 4325. Hall carpet. See page 10. Price, per yard...**63c**

No. 7306. Tapestry Portiere. See description page 49. Price, per pair.....**$2.69**

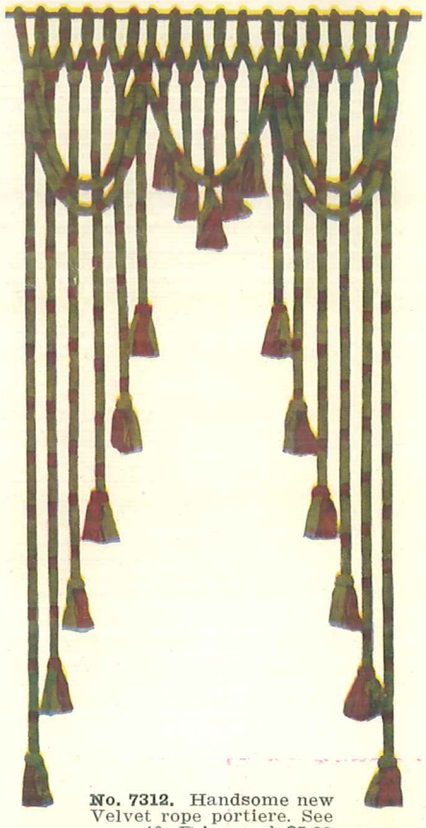


No. 7305. Tapestry Portiere. See description page 48. Price, per pair.....**$3.75**

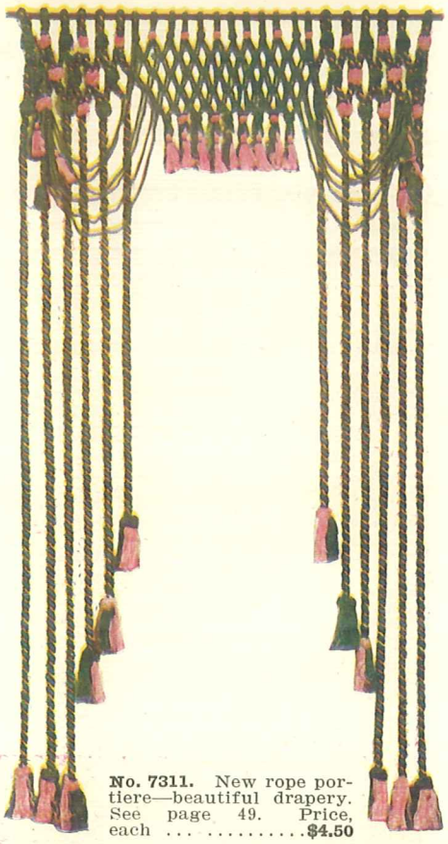


No. 7304. Tapestry Portiere. See description page 48. Price, per pair.....**$4.98**

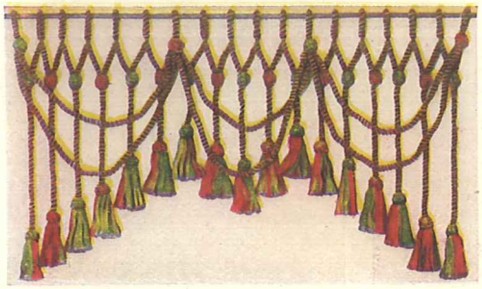
No. 7303. Tapestry Portiere. See description page 48. Price, per pair.....**$5.85**



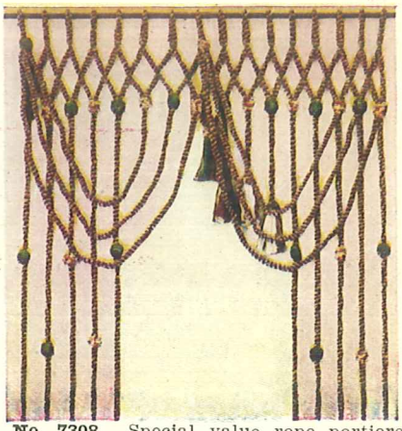
No. 7312. Handsome new Velvet rope portiere. See page 49. Price, each.**$5.00**



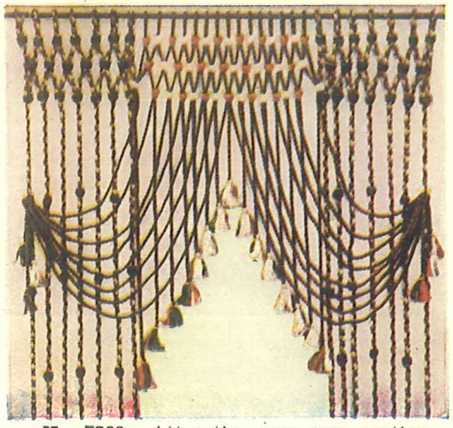
No. 7311. New rope portiere—beautiful drapery. See page 49. Price, each **$4.50**



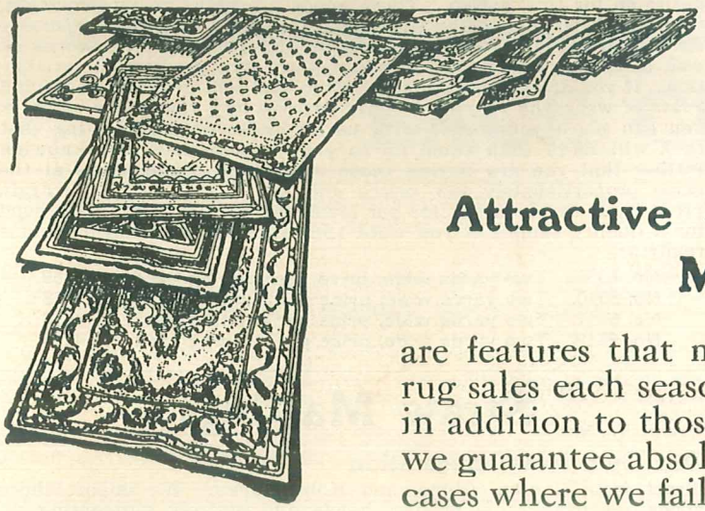
No. 7310. Special rope valance. A bargain. See page 49. Price, each...**$1.69**



No. 7308. Special value rope portiere. Full description p. 49. Price, each.**$2.19**



No. 7309. Attractive new rope portiere. Very handsome. See description page 49. Price, each.....**$3.69**



Special Inducements in

Small Rugs

Attractive Styles, Complete Assortments Money Saving Prices

are features that make well pleased customers and double our rug sales each season. We constantly carry in stock many styles in addition to those illustrated and in making selections for you we guarantee absolute satisfaction, refunding your money in all cases where we fail to please you.

2355 Jute Smyrna Rug Bargain 98c

Only 98c for this full 30 by 60 inch size Jute Smyrna rug. These rugs are perfectly reversible, both sides are exactly alike. They come in red, green and tan color combinations and are fringed at the ends with a knotted fringe. In colorings, pattern and general style they resemble a Wool Smyrna rug which they are made to imitate. Just order one of these rugs and you will find it the greatest bargain you have ever secured in a full size 30 by 60 inch rug. One size only, the size mentioned. See color plate on page 24.

Price **98c**

No. 2351. Special Prices on Fringed Carpet Rugs

These rugs are 27 by 54 inches in size and are made up from remnants of our best selling patterns in Brussels, Velvet and Axminster carpets. We cut up thousands of yards of fine carpets each season which leaves us a great many short lengths, from 1½ to 4½ yards long, and we have decided to cut these up into rug lengths, fringe the ends and sell them to our customers at bargain prices—much lower than the same grade of carpets can be bought for by the yard. We show a sample rug made from Velvet carpet on page 24, color plate No.2351, but we can also furnish these rugs in other grades of carpets named below. They come in red, green, brown and tan color combinations and in Persian, Oriental and Floral designs. Please understand that we cannot agree to furnish any certain pattern in these rugs, that is entirely out of the question, but if in ordering you will state the color preferred and the style of pattern wanted, we will make a good selection for you. Size 27 by 54 inches, fringed at the ends.

No. 2361 Good Quality Tapestry Brussels, each.....$ .98
No. 2351 Genuine Wilton Velvet Carpet, each..... 1.39
No. 2362 Fine Axminister Carpet, each 1.69

No. 2358. Extra Heavy Reversible Wool Smyrna Rugs

These rugs are the very heaviest weight wool Smyrna rugs woven, are extremely durable and will wear for years. They are perfectly reversible, both sides are exactly alike, giving you practically double wear, are woven from excellent stock and are a rug we can highly recommend. The rugs in this grade come principally in high class Oriental designs, or in Medallion patterns similar to our number 2358 rug shown in colors on page 24, but we can also furnish the floral patterns if preferred and if when ordering you will state the colorings and style of pattern you prefer we will send you one of our very choicest styles, taking full responsibility in the matter of pleasing you. Just note OUR prices on these high grade rugs:

SIZES and PRICES:

18 by 36 inches....$ .98 — 30 by 60 inches....$2.69
26 by 54 " .... 1.98 — 36 by 72 " 3.89

No. 2354. Handsome New Moquet Rugs

Soft color effects and beautiful shadings are a feature of this line, really handsome floral designs in browns, in greens or in tans, similar to the rug shown in our color plate No. 2354 on page 24. This rug is of especially good quality, it will give you splendid wear and the colors are positively fast. We know that at our very low prices you will be sure to want to include one or more of these rugs in your order and if when making out the order you will tell us just what colorings you prefer, we will send you the very handsomest rug we have in stock in the size wanted, with the understanding that the selection so made must please you perfectly, otherwise we refund your money.

SIZES and PRICES:

18 by 36 inches....$ .98 — 27 by 54 inches....$1.98
36 by 72 inches....$3.75

2352 Velvet Rug Special $1.49

Another remarkable rug value. Handsome new Velvet rugs 27 by 54 inches in size in rich Oriental and Medallion designs, finished at ends with a knotted wool fringe, in patterns that are copied from the real Wiltons, for only $1.49. Color plate No. 2352 on page 24 shows one of these rugs in colors, but we have a number of other Oriental patterns which are just as attractive, and if when ordering you will give us an idea as to the colorings you prefer we will send you one of the very latest styles we have in stock. 27 by 54 inch size only.

Price..... **$1.49**

No. 2353. Elegant Wilton Velvet Rugs

We can supply these rugs in a variety of Oriental, Persian and Medallion designs, but not in the floral patterns. One of our most attractive medallion designs is shown on page 24, color plate No. 2353. We can furnish these rugs in red grounds, tan grounds, green grounds and in all over patterns and set figures. They are very durable, have a rich velvety surface and fast colors. When ordering give us an idea of the colorings and style of pattern you prefer and we will guarantee to make a selection that will please you as well as if you called at our store and picked out your rug in person. Two sizes only.

27 by 54 inches....$2.19 — 36 by 63 inches....$3.65

No. 2356 Special High Grade Axminster Rugs

These rugs have a beautiful lustrous finish and a deep high pile. They are rich, soft luxurious and strictly high grade. Come in fast colors and are very durable indeed. The wonderful effects of colorings and shadings in these rugs are simply beautiful, beyond description. These rugs are in keeping with and can be used with the very finest carpets. We carry from 25 to 30 different styles in this grade and are constantly receiving new ones. One of our most attractive floral designs is shown on page 24, color plate No. 2356, but we can furnish other florals which are even more attractive as well as Medallion effects and Oriental designs. No trouble to make a selection that will please you from this line—every rug in it is a beauty.

Size 27 by 60 in.....$2.48 — Size 36 by 72 in.....$3.98

No. 2357. Our Special Line of Wool Smyrna Rugs

We can furnish these rugs in a wide variety of entirely new Oriental and Persian designs as well as in floral designs, and one of our most attractive floral styles is shown on page 24, color plate No. 2357. These rugs are perfectly reversible, both sides are exactly alike. They have an all wool surface and are finished at the ends with a knotted wool fringe to harmonize in colorings with the rug. In ordering simply give us an idea of the colorings and style of pattern you prefer and a good selection will be made for you. At the prices quoted below these rugs are exceptional values.

SIZES and PRICES:

16 by 30 inches....$ .89 — 30 by 56 inches....$1.98
26 by 50 " .... 1.69 — 36 by 68 " 2.98

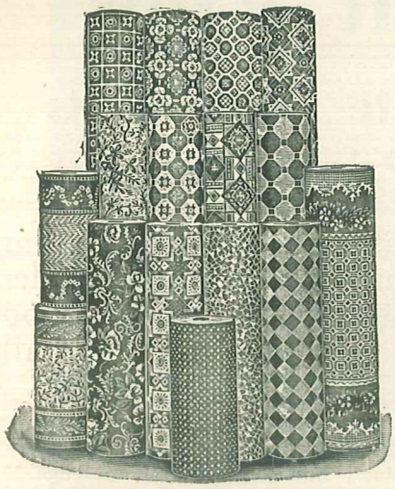
No. 2359-2360 Axminster Rugs in Animal Patterns

These rugs come in an extra high grade Axminster quality and are reproduced in colors on page 24. Color plate No. 2359 shows our beautiful white swan pattern and our color plate No. 2360, our setter dog design. In both of these rugs the figures are true to life and the colors are especially rich and pleasing. The rugs come in one size only.

Size 27 by 60 inches, price.....$2.25

Linoleums and Oil Cloths

For Colored Plates of These Goods, See Page 29



Our new special value floor oil cloths—a good serviceable cloth at a very low price. On page 29, color plate No. 6313, we show one pattern in this grade, but we can furnish two other styles equally as good. This grade comes in three widths as follows:

Width in yards	1	1½	2
No. 6313, price, per yd.	25c	38c	50c

Our superior floor oil cloth. This grade is heavy in weight, is well oiled and very durable when it comes to wear and service. Two bright and attractive patterns in this grade are shown in colors on page 29, color plates Nos. 6314 and 6315. We furnish this cloth in three widths mentioned below:

Width in yards	1	1½	2
No. 6314, price, per yd.	30c	45c	60c
No. 6315, price, per yd.	30c	45c	60c

Our Extra Quality Floor Oil Cloth at 33c a Square Yard

This is the heaviest grade and best quality of floor oil cloth manufactured. It has a very heavy, smooth, filled back and well varnished surface. We can recommend it highly for durability and service. One pattern in this grade is reproduced on page 29, color plate No. 6316, but we can furnish this same quality in other patterns and in the three widths mentioned below:

Width in yards	1	1½	2
No. 6316. Price per yard	33c	50c	66c

New Linoleums at 98c a Running Yard

At 49c per square yard or at 98c per running yard for the two yard width we offer these new cork linoleums as a very special value this season. Our linoleums are all made from ground cork and pure linseed oil, the very best materials, and at this low price we give you a linoleum which we can highly recommend for its durable wear and service giving qualities. We show 4 of the very latest and most attractive styles in this grade on page 29, color plates Nos. 6301, 6302, 6303 and 6304, which are suitable for kitchen or dining room use, for use in halls or in fact for any place in the home where a cleanly, sanitary and at the same time extremely durable floor covering is required, and when naming this low price we are saving you fully one-third and possibly more on every yard of the goods purchased. Comparison will convince you of this fact.

No. 6301. 2 yards wide, price per yard.....98c
No. 6302. 2 yards wide, price per yard.....98c
No. 6303. 2 yards wide, price per yard.....98c
No. 6304. 2 yards wide, price per yard.....98c

Our Special Extra Heavy Cork Linoleums at $1.20

This is our new special extra heavy weight cork linoleum, the heaviest printed goods we have ever offered and the most satisfactory printed linoleum your money will buy. It is extremely durable, it will stand all kinds of wear and service, being much heavier in weight than the ordinary linoleums. In buying these goods, especially in the extra wide 4 yard width it is very necessary that you have a linoleum of good body and weight, otherwise it will never prove satisfactory. Recognizing this fact we prefer to give you a piece of goods that we can conscientiously recommend, one that we know will meet the most exacting demand in actual use. We are offering a very wide range for selection this season, as you will note by referring to our color plates on page 29 where five entirely new styles are reproduced in their actual colorings. By using the four yard width in this grade, any ordinary room can be covered without seams or piecing of any kind. Samples of this grade or of any other linoleum will be sent on request so that you may see the exact quality of the goods before placing your order.

Width in yards	2	4
No. 6305. Price per yard	$1.30	$2.80
No. 6306. Price per yard	1.30	2.80
No. 6307. Price per yard	1.30	2.80
No. 6308. Price per yard	1.30	2.80
No. 6317. Price per yard	1.30	2.80

New High Grade Inlaid Linoleums at $2.58

Only $2.58 a running yard for the two-yard width—the only width in which these goods are made—for these extra high grade genuine inlaid cork linoleums, positively the best linoleums which are manufactured today. The colors in these goods will never wear off as they go clear through to the back and the goods are particularly desirable for this reason. These goods are extra heavy in weight, weighing 8 pounds to the square yard and are especially desirable for use in barber shops, billiard halls, large hotels, drug stores, as well as in private residences where they give the best of satisfaction. If you are looking for a linoleum that will give you years and years of wear, the very best goods you can buy, regardless of price, you can place your order with us for these goods, knowing that they will more than come up to your expectations and knowing further that you are buying these extra high grade goods at the same proportionately low prices and on the same small margin profit basis that you pay for our lower priced linoleums. Just send for a quality sample if you want to see how good these linoleums really are.

No. 6309. Two yards wide, price per running yard.... 2.58
No. 6310. Two yards wide, price per running yard.... 2.58
No. 6311. Two yards wide, price per running yard.... 2.58
No. 6312. Two yards wide, price per running yard.... 2.58

Straw Mattings

Our Own New Importation

direct from Canton, China, and Kobe, Japan. We import these goods, securing them at first hands and entirely eliminating all middlemen's profits, which results in a saving to you of at least one-fourth on your purchases.

Jointless China Mattings 12c a Yard

New China Mattings 36 inches wide in check patterns like color plate 5301 on page 29 and simiilar patterns. Our special price per yard **12c**

Jointless China Mattings 19c a Yard

Color plate No. 5302 on page 29 shows one of our newest styles in these Jointless China Mattings at 19c a yard. These mattings come principally in fancy stripes and in red, green and blue color combinations. They are of good serviceable quality and suitable for use in bed rooms, dining rooms, kitchens, etc. We can furnish a variety of styles in this grade. Price per yard **19c**

23c a Yard for Heavy Jointless China Mattings

We furnish these 23c mattings in a variety of color combinations—reds, greens and blues—and in stripe and check designs. Our color plate No. 5303 on page 29 shows one pattern in this grade, but we constantly have in stock from 8 to 10 patterns in this grade alone and if when ordering you will state your preference as to colors we will make a good selection for you. These 23c mattings are very durable—they are heavy in weight and have a nice smooth finish. Being a jointless matting either side can be used. Price per yard **23c**

21c a Yard for Fancy Cotton Warp Japan Mattings

Strictly high grade, 36-inch width, cotton warp, Fancy Japan mattings at 21 cents a yard; this is a matting value that should appeal to you, and it certainly will if you but price these mattings elsewhere, for they are usually sold at 30 cents a yard. These 21-cent mattings are a nice, fine weave, and come in designs similar to those shown in color plates Nos. 5304 and 5305 on page 29. In addition to the patterns shown we carry in stock many other patterns in red, green and blue colors, and if you will advise us briefly as to the colorings preferred we will us the utmost care to seeing that a matting is selected that will please you in every way. Price per yard **21c**

Fine Damask Weave Japan Mattings at 24c a Yard

These fine, damask weave, 36-inch width, cotton warp, Japan mattings not only make pretty and inexpensive coverings for entire floors, but can also be used for filling around rugs and where the space remaining is 17 inches or less they can be split for this purpose, as they will not fray out lengthwise of the goods. In this 24-cent grade of matting we have in stock at all times 20 to 25 different patterns in red, green or blue colorings, and one of our most attractive designs, and also a plain matting are shown in color plates Nos. 5306, 5307, on page 29. From our very large assortment of these goods we can easily make a selection for you, even if the exact patterns shown are not in stock when we receive your order. In making such selections we always send a matting that is equally desirable and in similar colorings. Price per yard **24c**

Our Highest Grade Damask Mattings at 27c a Yard

These are our very best and finest mattings, mattings that usually retail at 40 cents a yard. Nos. 5308, 5309 and 5310 in our colored plates on page 29 show two fancy carpet designs in these goods and one inlaid pattern, as well. We can furnish these mattings in reds, greens, blues and browns, and in a wide variety of new carpet effects, which are very handsome. These mattings are 36 inches wide. Price per yard..... **27c**

Our Superb Showing of New and Beautiful LACE CURTAINS

Embracing just those styles and curtain effects which will be in most popular vogue this season and including

New Nottingham, Swiss, Bobbinet, Arabian, Cable Net, Cluny and Brussels Net Curtains

representing an immense city stock of thousands of pairs of curtains, giving you choice of entirely new and exclusive curtain designs; offering you more than twice the variety for selection found in the average curtain stock and quoting you prices which are but a step removed from the actual cost of mill production—real money saving curtain values.

All of the Curtains we Offer

are strictly first-class perfect goods in every way and even our very lowest priced curtains are well made and well finished throughout, having corded overlock edges that will last as long as the curtain itself and having a strong, neat selvedge at the top that will not fray out.

The Phenomenal Growth of Our Curtain Department

is due to this fact and to the further fact that we do unquestionably offer newer, daintier curtain styles, more exclusive curtain effects and better curtain values, quality considered, than are offered elsewhere. Just send us a trial order and be convinced of the fact. We guarantee satisfaction or your money back.

Our Guarantee of Satisfaction Goes With Every Curtain Order

You run no risks when ordering. We not only guarantee that every curtain ordered from us will be exactly as represented, but that the curtains will please you in every way, when received. Select the curtain or curtains from this catalog that suit you best price, quality and pattern considered. Remit to us the catalog price for the curtains. We will ship the curtains to you for examniation in your own home. If upon examination the curtains do not come up to your expectations in every way—if they do not suit you in quality or in pattern—if you do not consider them excellent values at our catalog price—return them to us, at our expense, and we will promptly refund your money.

How to Order Lace Curtains.

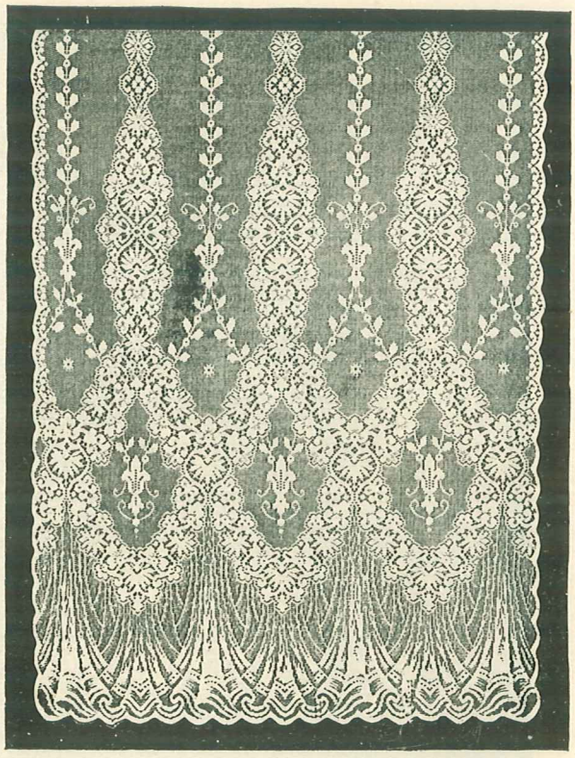
Order by catalog number—give first and second choice. Then if for any reason we should be out of the particular curtain you order —which is not likely to occur—we can still fill your order promptly.

We Sell Any Quantity.

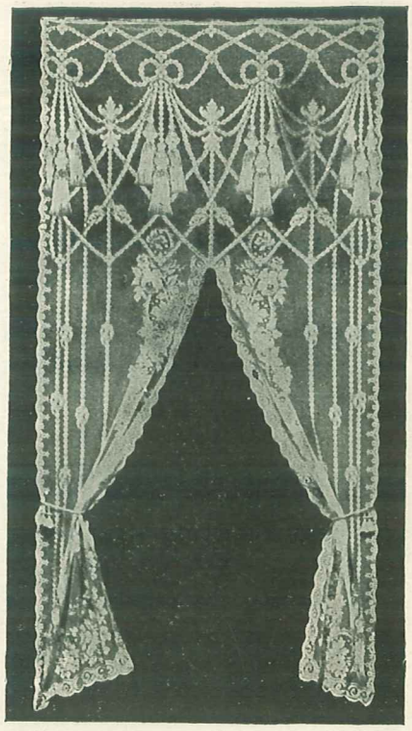
"Price per pair" means our price for two curtains of the same kind, but we break pairs. You can order one-half pair, one pair, one and one-half pairs, two pairs, two and one-half pairs or three pairs, and so on, according to your needs.

Measurements Given on Lace Curtains

are manufacturer's or "loom" measurements—the size of the curtains when they are in loom. While these measurements sometimes vary a trifle from actual measurement, the difference is so slight as to be scarcely worth mentioning, in no case amounting to more than from one to one and one-half inches in width and the same in the length of the curtain. We merely refer to this so that there can be no possible misunderstanding.

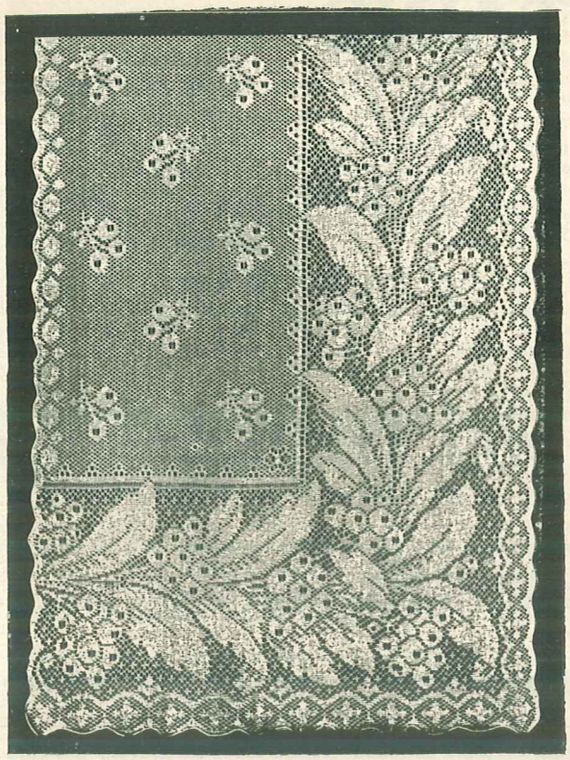


122 This pretty new Bon Femme Nottingham lace curtain has an imitation ruffled flounce or dado at the bottom and an all over panel effect center. It is one of the season's most attractive novelties—a curtain that will be in big demand. We furnish the curtain in white only and each curtain is 3 yards long and 54 inches wide.
Price, per single curtain..... **85c**

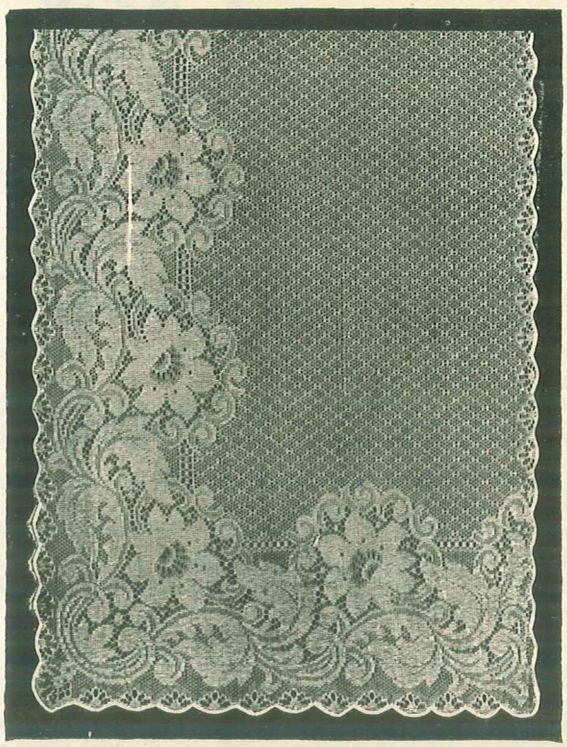


111 Our new novelty Lambric Nottingham Lace curtain with imitation over drapery of rope portieres, shown above, is intended to be used one at a window, giving the effect of a pair of curtains. This curtain comes in white only—each curtain is 3¼ yards long and 60 inches wide and at our special 85c price it will certainly have a phenomenal sale this season. Price, per single curtain..... **85c**

Nottingham Lace Curtains



131 A very attractive low-priced curtain and remarkably good value for the money. This new Nottingham lace curtain has a pretty palm leaf border with detached figured center, comes in white only and will wear and launder well. Each curtain is 2¾ yards long and 33 inches wide. Price, per pair..... **48c**

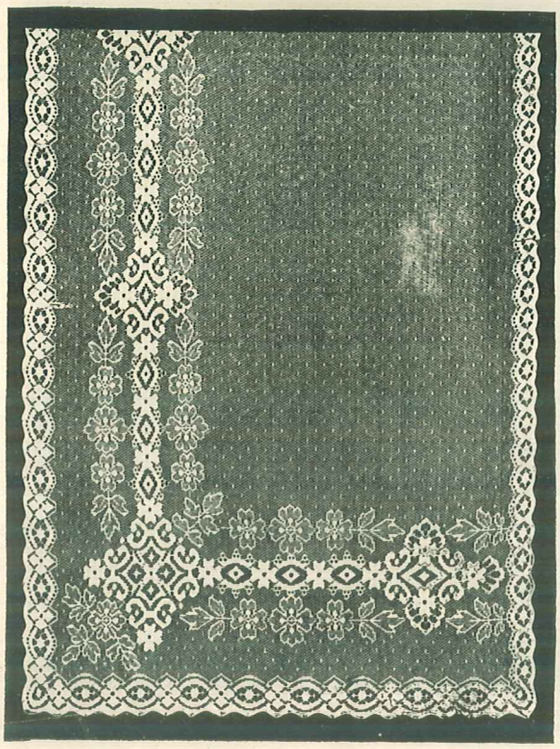


132 Only 59c a pair for this new, up-to-date Nottingham Lace curtain with floral design border and all over center in a weave that insures good wear. The curtain comes in white only and each curtain is 3 yards long and 36 inches wide. Well made, well finished with corded overlock edge. Price, per pair..... **59c**

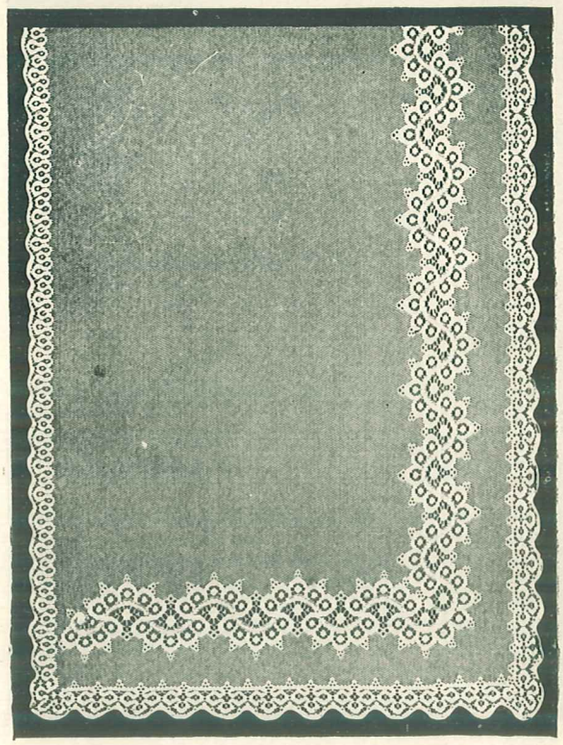
133 The prettiest curtain you will see this season for the money—79c a pair—there's no doubt about it. A curtain that is sure to prove a wonderful seller. This new Nottingham lace curtain has a pretty all over center with fern leaf border in strong relief. It comes in white only and each curtain is 3 yards long and 40 inches wide. Price, per pair..... **79c**

134 Our new panel design border Nottingham lace curtain at 98c—the best value we have ever offered at this low price, has a new floral design, ribbon and bow knot border with small detached rose buds and leaf in center. Each curtain is 3 yards long and 45 inches wide, comes in white only with corded overlock edge. Price, per pair..... **98c**

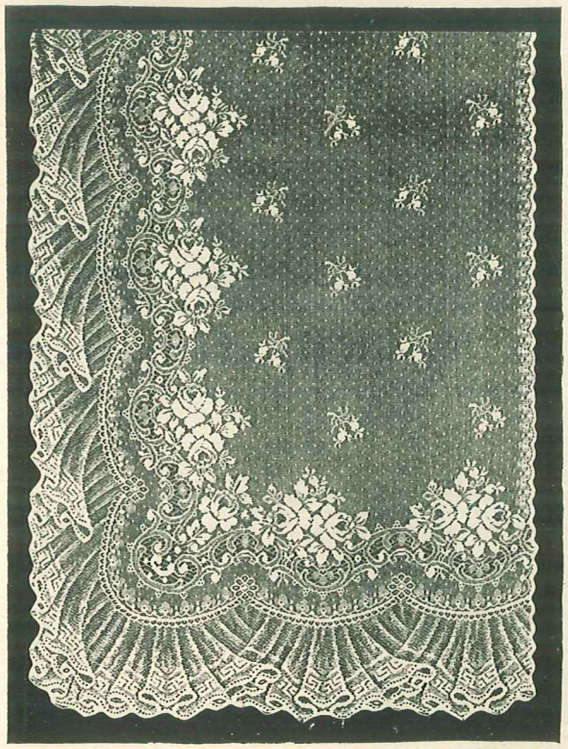
Nottingham Lace Curtains



135 Our illustration above, taken from a photograph, will give you an excellent idea of this new insertion effect border, Point de Esprit center Nottingham lace curtain, which we furnish in white only, but you will appreciate the good value offered better when you see the curtain itself. Each curtain is full length—3½ yards long and 45 inches wide and comes on a good substantial net. Price, per pair..... **$1.19**



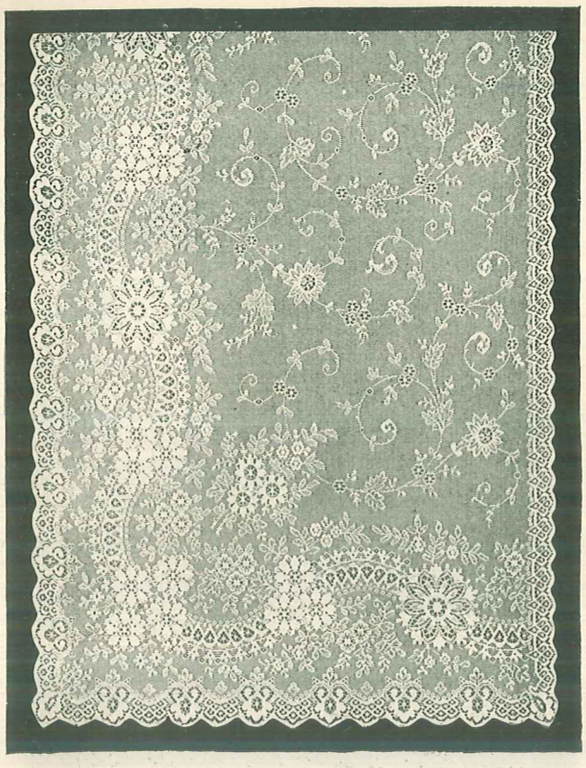
127 Here's style, with lots of good service combined in this new, attractive Nottingham lace curtain at $1.29 a pair. Just note the pretty scroll insertion effect border, the perfectly plain center, the width of the curtain—50 inches. Each curtain is 3½ yards long and comes in white only. Price, per pair..... **$1.29**



136 Our handsome new imitation flounced edge Nottingham lace curtain —a curtain of which we are just sure to sell many hundreds of pairs this season. One of our very latest novelty effects with a floral design border and small detached figured floral center. Isn't it a beauty? Each curtain is 3¼ yards long and 54 inches wide. We furnish it in white only. Price, per pair..... **$1.35**

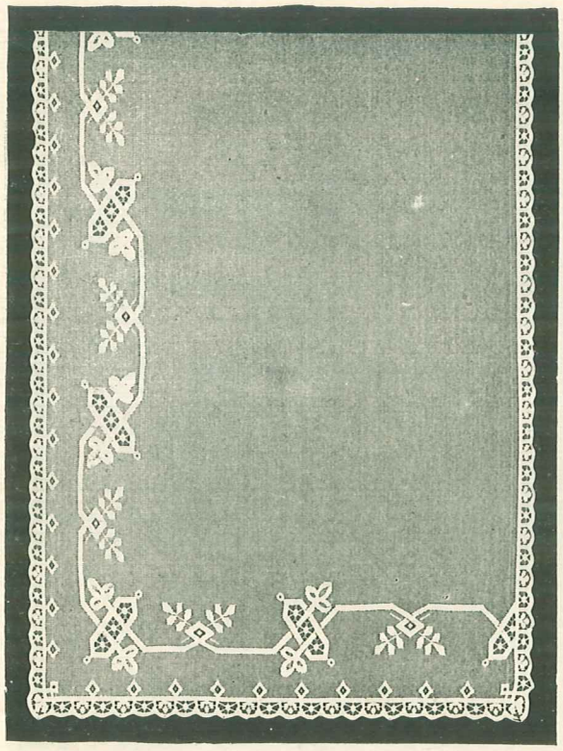
137 One of our very strong curtain values—this big, extra wide, 60-inch width, 3¼-yard length Nottingham lace curtain—for only $1.40 a pair. New floral design border, all over center effect, sightly, showy and very serviceable indeed. Comes in white only, is a good regular $2 curtain value. Our price, per pair..... **$1.40**

Nottingham Lace Curtains

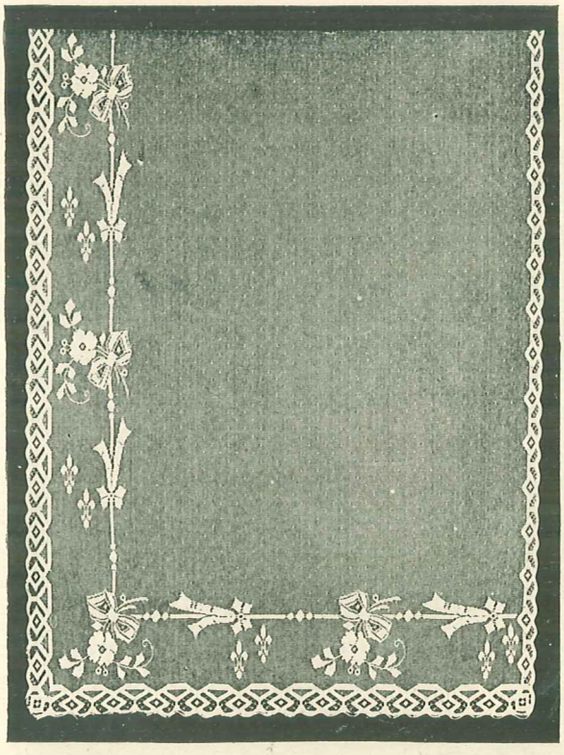


138 A strong, well-made, well-finished Nottingham lace curtain with exceptional service giving qualities, having a fancy combination band and floral border with mingled all over center. Just include a pair in your order if you want to see how much curtain value we give you for only $1.50 a pair. Each curtain is 3¼ yards long and 60 inches wide, furnished in white only. Price, per pair..... **$1.50**

139 A dainty, generous size curtain that is sure to please. A new exclusive design Nottingham lace curtain with plain center and beautiful Marie Antoinette border design—an exact copy of a curtain that would sell for twice the money. We anticipate a big sale on this number. Each curtain is 3½ yards long and 54 inches wide and can be furnished in white only. Price, per pair..... **$1.69**

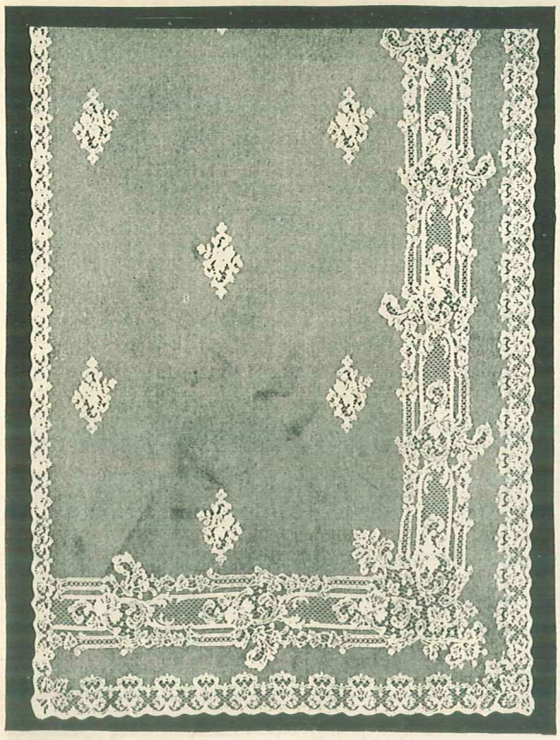


231 A new Colonial effect Nottingham lace curtain of simple design, with clear cut distinctive border, having a perfectly plain center. A curtain in excellent taste, suitable for any room, woven on a good quality of net and furnished in white only. Each curtain is 3½ yards long and 50 inches wide. Price, per pair..... **$1.89**

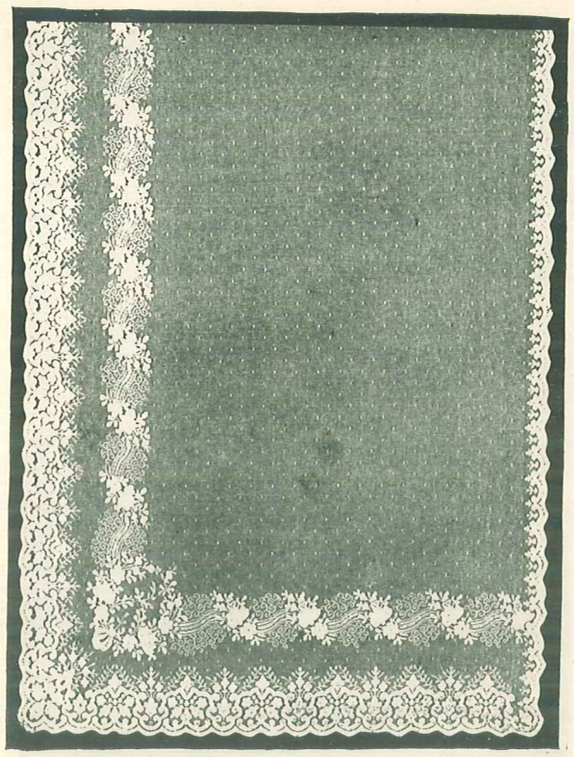


232 A new, high-class and very attractive design Nottingham lace curtain with Renaissance edging and simple but decidedly effective bow knot border and small Point de Esprit dot center, with twice the style you usually get in a curtain at this popular price. Each curtain is 3½ yards long and 50 inches wide. We furnish it in white only. Price, per pair **$1.98**

Nottingham and Cable Net Curtains



233 This new French design Nottingham lace curtain is one of our extra good values this season. It is woven from substantial materials throughout, will meet every reasonable requirement of wear and has a beautiful panel effect border with detached figured center. The curtain is well made and well finished, comes in white only and each curtain is 3½ yards long and 54 inches wide. Price, per pair..... **$2.19**

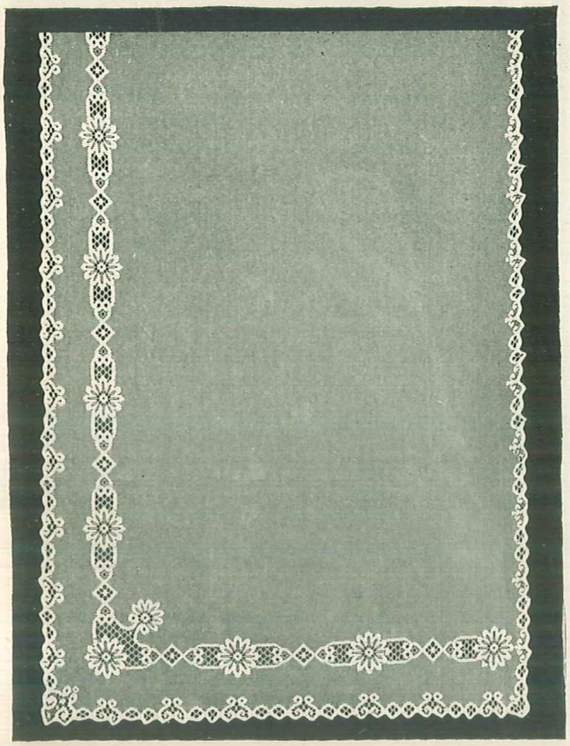


234 Our new Brussels net effect Nottingham lace curtain illustrated above comes in a fine thin Madras weave and gives a very dainty effect at the window. It is designed by one of America's leading curtain designers and represents unusually good value for the money. Each curtain is 3½ yards long and 50 inches wide and comes in white only. Price, per pair **$2.39**

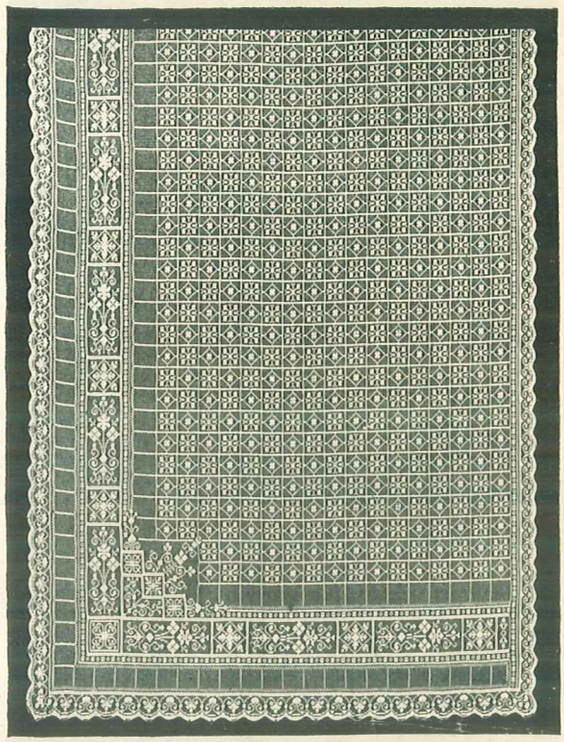
235 Our own exclusive Marie Antoinette design Nottingham lace curtain —the handsomest curtain ever offered at this popular price—a thin, light, airy curtain effect in a fine Madras weave. The illustration will suggest the beauty of this curtain, but you must see the curtain itself to fully appreciate it. It is sure to prove one of our great big sellers. Each curtain is 3½ yards long and 50 inches wide, comes in white only. Price, per pair **$2.50**

237 Our beautiful new Cable Net lace curtain with insertion border effect and plain center—an exact reproduction of a very expensive curtain and one that we can strongly recommend for its service giving qualities, as it is woven throughout from double twisted yards. Handsome, stylish, durable it cannot fail to please. This curtain comes in white only and each curtain is 3 yards long and 50 inches wide. Price, per pair **$2.50**

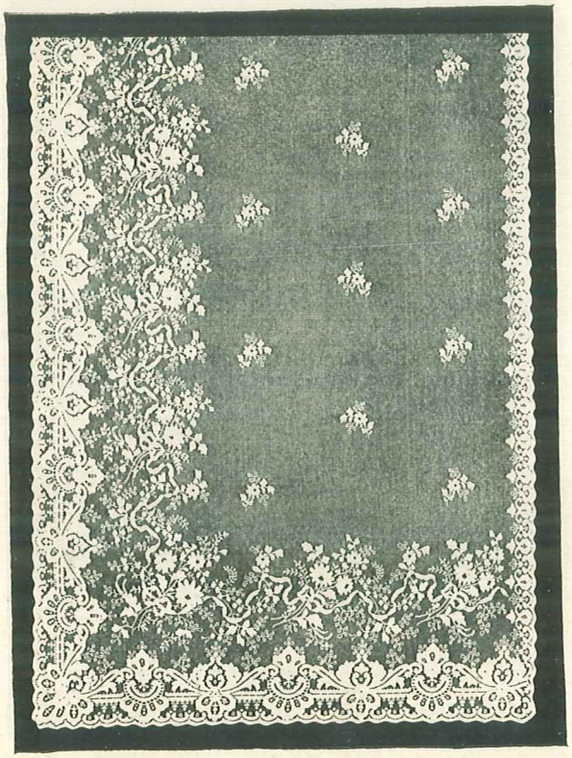
Nottingham and Cable Net Curtains



238 Our high-class Cluny design Cable Net lace curtain shown above, has an extremely narrow border and perfectly plain center and will find a ready sale with those of our customers who want a stylish curtain of simple design. Each curtain in 3½ yards long and 50 inches wide, comes in white only and is the strong, durable wearing Cable Net weave. Price, per pair **$2.79**



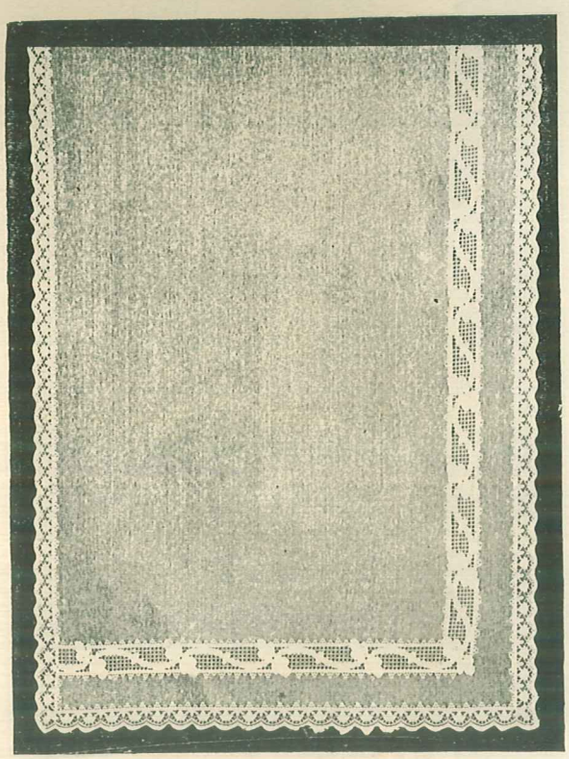
239 One of our very new effects. A colonial design square mesh Filet weave Nottingham lace curtain—a curtain out of the ordinary that is in great favor at the present time, especially in the larger cities. This curtain comes in a rich, soft ivory color and each curtain is 3½ yards long and 50 inches wide. Price, per pair..... **$2.89**



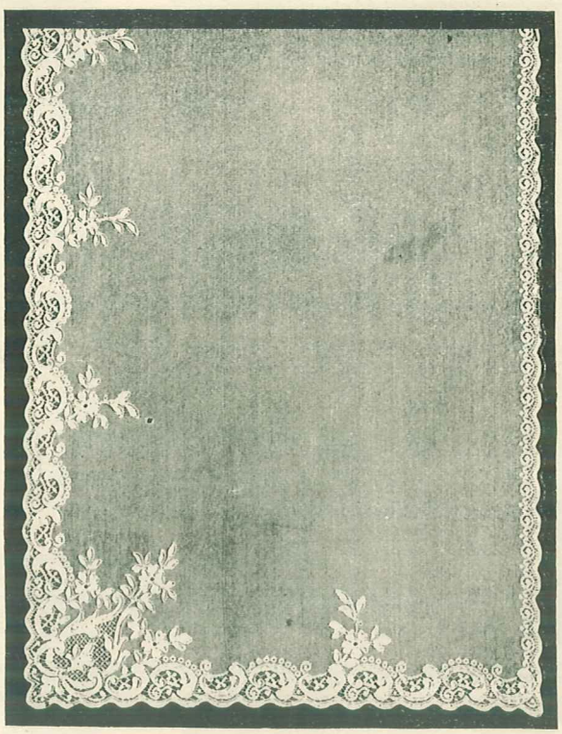
236 Our handsome new Brussels net effect Nottingham lace curtain illustrated above has an especially attractive combination floral and ribbon border with detached figured center and is an exact copy of an elaborate Brussels Net curtain. It comes in a fine Madras weave, in white only and is a curtain we can especially recommend. Each curtain is 3½ yards long and 54 inches wide. Price, per pair..... **$2.98**

319 Our very highest grade Cable Net curtain is woven from the best double twisted yarns throughout on a strong Cable Net. It is a curtain that usually retails for at least $5 a pair. It has a beautiful panel effect border with plain center and is an entirely new design we have selected because of its especial beauty. Each curtain is 3½ yards long and 50 inches wide and comes in white only. Price, per pair **$3.85**

Popular Priced Arabian Curtains

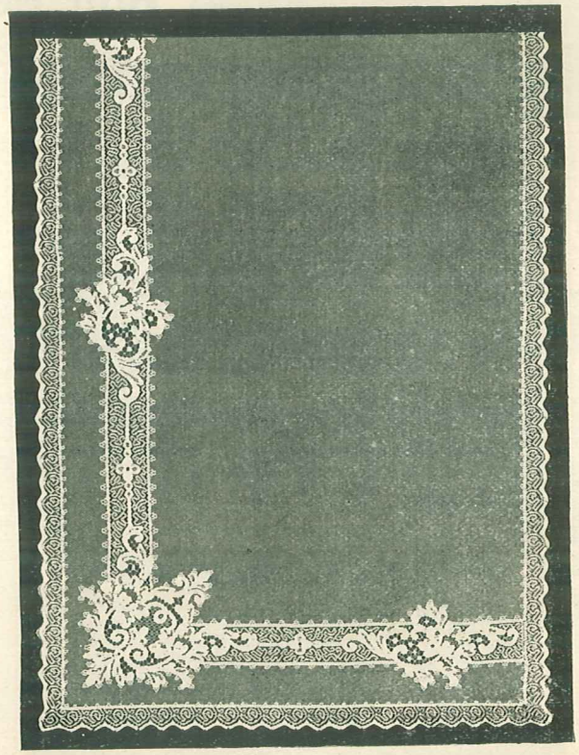


1042 Arabian Curtain, furnished with cord on one side only. Has narrow Filet lace insertion border effect and edging. Comes in Arabian color only. Each curtain is 3½ yards long and 50 inches wide. Good value for the price.
Price, per pair **$2.19**

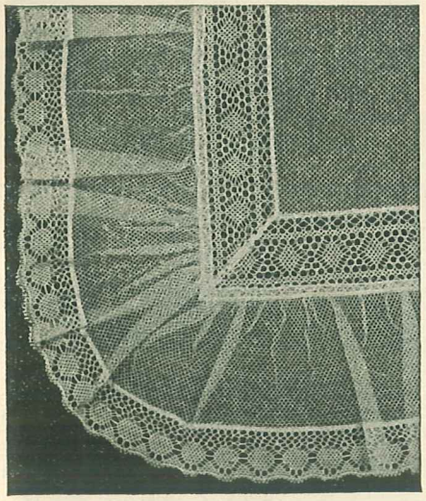


1043 Arabian Curtain, a pretty new floral edge design Arabian curtain at a very popular price. Lots of curtain style for little money. This curtain comes in the dark ecru or Arabian color, is corded on one side and each curtain is 3½ yards long and 50 inches wide
Price, per pair **$2.79**

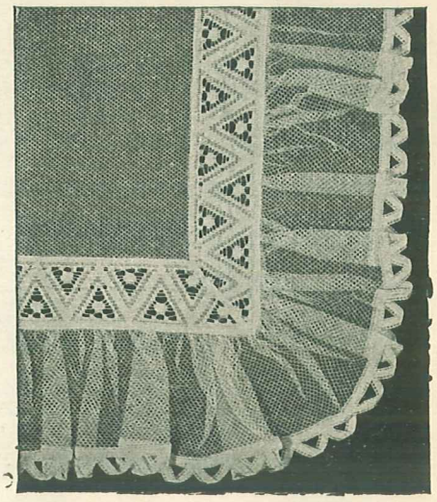
1038 Arabian Curtain, our high-grade Cable Net, reversible corded edge Arabian curtain at $3.98 a pair. This curtain comes in a twisted Cable Net for durable wear and in the dark ecru or Arabian color only. It is entirely new in style and design and represents exceptional value for the money. Each curtain is 3½ yards long and 50 inches wide.
Price, per pair **$3.98**



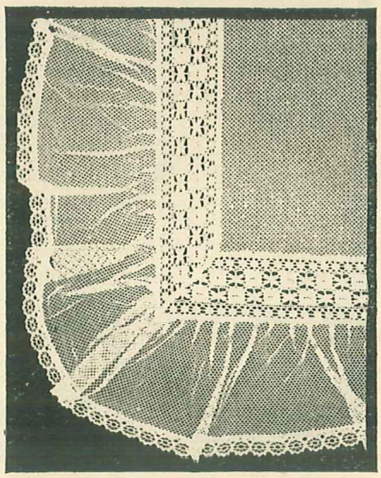
1039 Arabian curtain in a new and very high-class design. These Arabian curtains continue to grow in popularity on account of their rich appearance and durable wearing qualities. This curtain comes in a strong Cable Net weave and the pattern is outlined with cord on both sides making it perfectly reversible—a very attractive feature. Each curtain is 3½ yards long and 50 inches wide. Comes in the Arabian color only. Price, per pair..... **$5.00**



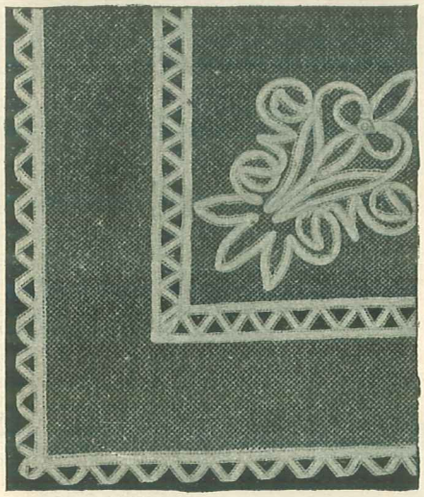
1060 White Ruffled Bobbinet Curtain. Has 2½ inch imitation Cluny insertion and edging as shown. Best value we have ever offered for the money. Each curtain is 3 yards long and 40 inches wide. Price per pair **$1.69**



1159 Pretty New Novelty White Bobbinet Curtain—fine quality Bobbinet, 2½ inch novelty insertion, 1-inch Battenberg edging. Looks lacy, will drape prettily at your window. Each curtain is 3 yards long and 40 inches wide. Price per pair..... **$1.98**



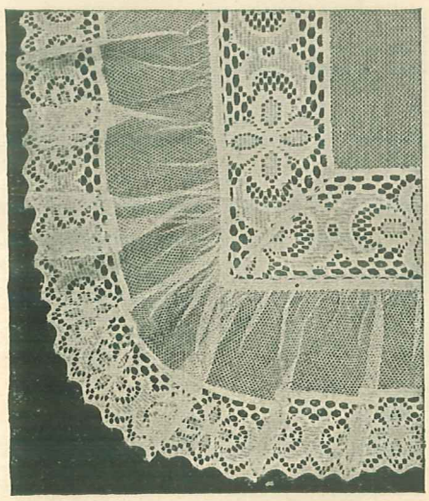
4378 An attractive, new white, ruffled Bobbinet curtain, with extra deep novelty lace insertion, lace edging, full ruffle, and in a fine quality of net. Each curtain is 3 yards long and 44 inches wide. Price per pair **$2.25**



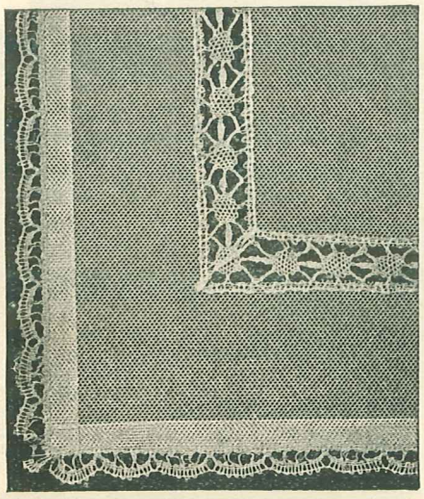
1011 New Novelty flat curtain shown above. Made of good quality of Bobbinet. Trimmed with Battenberg insertion, edging to match and pretty motif in corner. Comes in white only. Each curtain is 3 yards long and 40 inches wide. Price per pair..... **$1.89**

The New Cluny Curtains

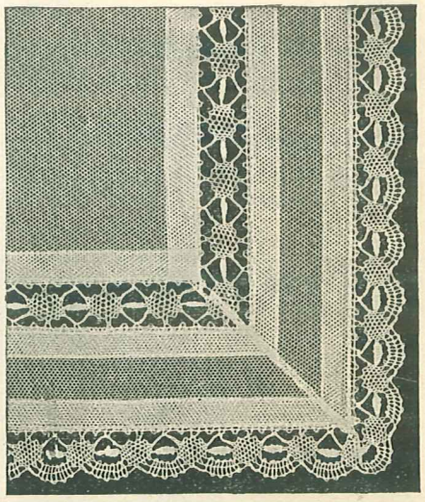
Than which no curtain will be more popular this season are illustrated below and meet the growing demand for a curtain of refined elegance and simple design. Made on the best quality of French Cable Net, trimmed with real Cluny handmade lace, they are extremely durable and will launder fine. They are hung to the sill of the window only and come in the Arabian color, which is very effective.



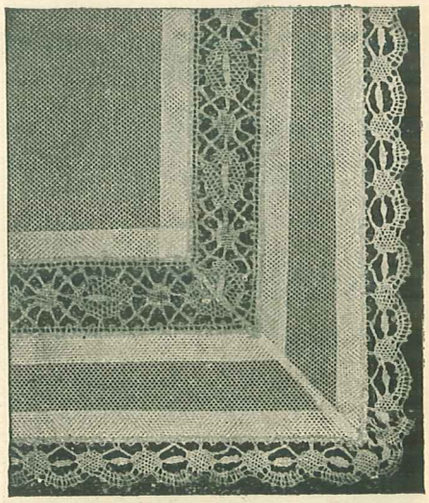
1137 Our Swell New Novelty White Bobbinet Curtain. Very showy, very elaborately trimmed, has full 7-inch ruffle and extra wide 4-inch novelty lace insertion. A matchless value. Each curtain is 3 yards long, 40 inches wide. Price per pair..... **$2.45**



1169 New French Cluny Arabian Curtain. Made of fine French Cable Net. Has 2-inch insertion of real linen Cluny lace, one-inch edging to match. Very durable. Each curtain is 3 yards long and 48 inches wide. Price per pair..... **$3.75**

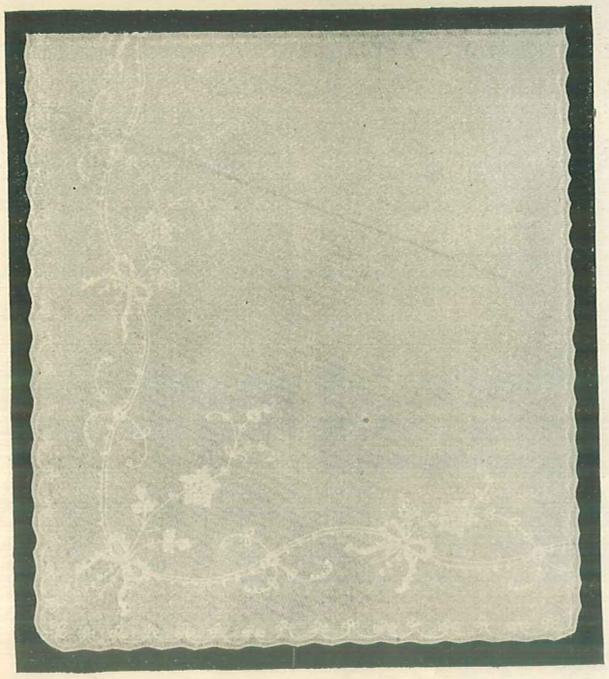


536 Handsome new Cluny Curtain. Fine French Cable Net. Arabian color only. Has 1½-inch insertion, 1½-inch edging of real Cluny lace, reinforced with 3 bands. Very high class. Extremely durable. Each curtain is 3 yards long and 48 inches wide. Price per pair **$4.75**



1128 Swell new Cluny curtain. Arabian color only. Fine French Cable Net. Extra wide real hand-made Cluny insertion with edging to match, reinforced with 3 bands. Elegant, durable. Each curtain is 3 yards long and 48 inches wide. Price per pair **$5.98**

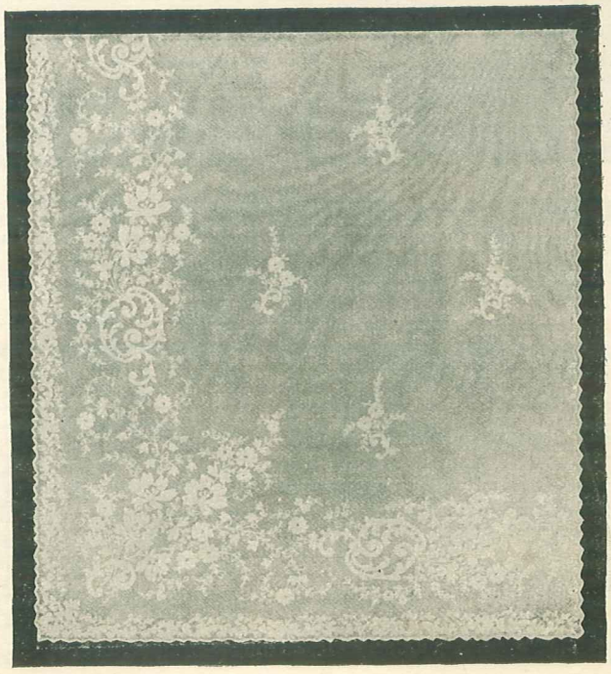
Brussels Net Curtains



403 Our special new Brussels Net Lace Curtain. These curtains are very popular for parlor use, are dainty in effect and in keeping with the finest furnishings. Each curtain is 3½ yards long and 50 inches wide. Comes in white only. Price per pair..... **$3.95**

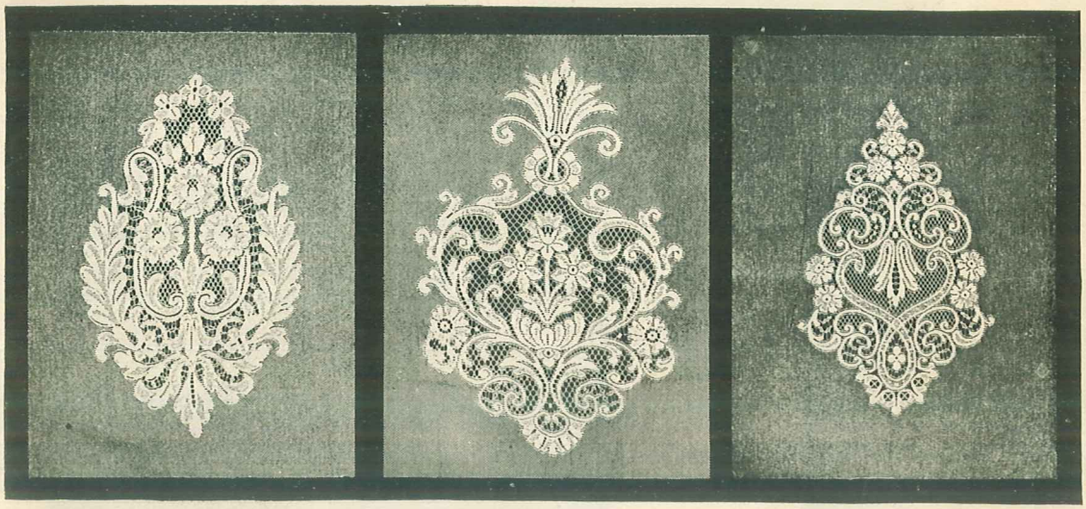
404 Genuine imported hand run Brussels Net Curtain. A curtain so fine in weave and texture, so dainty in appearance that it cannot fail to appeal to you. Each curtain is 3½ yards long and 50 inches wide. Price per pair..... **$4.98**

405 Extra fine imported genuine hand run Brussels Net Lace Curtain. Extra fine net, very thin in effect, very dainty in appearance and exceptional value, quality considered. Each curtain is 3½ yards long and 50 inches wide. White only. Price per pair..... **$6.50**

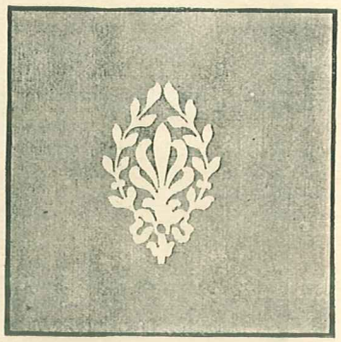


406 Our very finest extra quality genuine imported hand run Brussels Net Lace Curtain. Elaborately worked—a beautiful new curtain. Fine, thin effect. The daintiest curtain you could possibly imagine. Comes in white only. Each curtain is 3½ yards long and 50 inches wide Price per pair **$7.95**

New Door Panels



Latest Styles in Panels at Remarkably Low Prices



1027 Arabian Color, Cable Net door panel, appliqued with cord on both sides, a very handsome panel. Size 36x54 inches. Arabian color only. Price, each **$1.25**

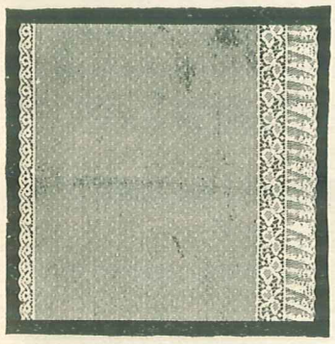
1038 Cable Net door panel, with very elaborate design. Size 36x54 inches. Comes in white only. Price, each.. **85c**

1026 Cable Net door panel with pretty medallion center. Size 36x54 inches. Comes in white only. Price, each **69c**

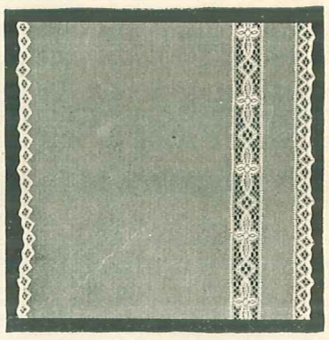
1098 New Irish Point door panel—a decidedly attractive low-priced panel and splendid value for the money. Motif is appliqued on a good substantial Bobbinet. We furnish this panel in white only. Size 36x42 inches. Price, each..... **35c**

Curtain Materials by the Yard

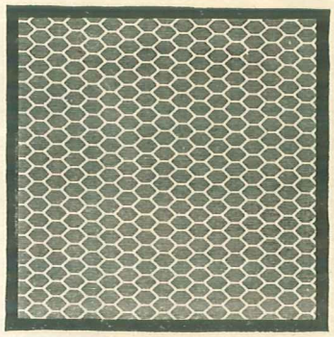
Furnished in any cut quantity as wanted and suitable for sash in the home. Our showing below embraces some new high class curtains, short curtains, hall curtains, in fact for a variety of uses effects in popular priced goods which will be in big demand this season.



1044 White net by the yard, 30 inches wide, imitation ruffle edge, Cluny insertion effect, Point de Esprit center. Price, per yard..... **15c**

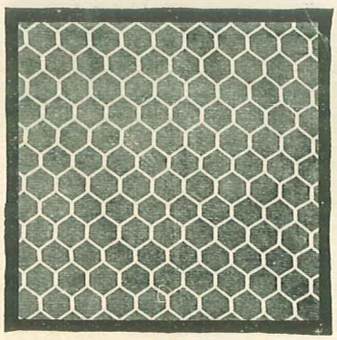


1045 White Cable Net of fine quality—27 inches wide, plain center, Cluny insertion effect and edging. Splendid value. Price, per yard..... **27c**

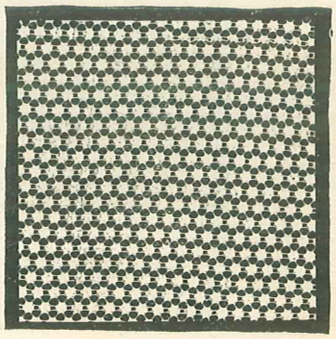


1046 New stained glass effect net in white or Arabian color as preferred, 46 inches wide, good quality, good value. Price, per yard..... **30c**

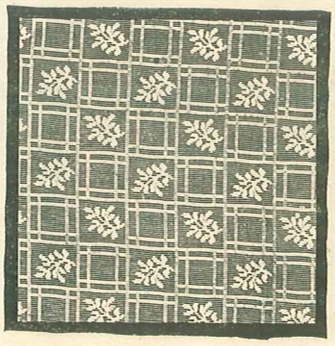
1048 Colonial design net, comes in the white, also Arabian color; pretty all-over design, 45 inches wide; very attractive at the window. Price, per yard **35c**



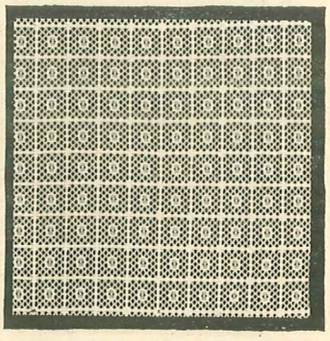
1047 New Mission design—a beauty—comes in both white and Arabian color, 32 inches wide, extra good quality. Price, per yard..... **39c**



1051 New Arabian net in a fine fish net pattern; comes in Arabian color only; 50 inches in width, excellent quality. Price, per yard..... **45c**



1049 New French floral design, all over pattern; comes in a soft shade of ivory only; one of our most pleasing designs; 50 inches wide. Price, per yard..... **48c**



1050 A beautiful all-over Russian lace design on a very heavy net; 50 inches in width; Arabian color only. Very effective for inside drapery effects. Price, per yard..... **75c**

Lace Bed Sets

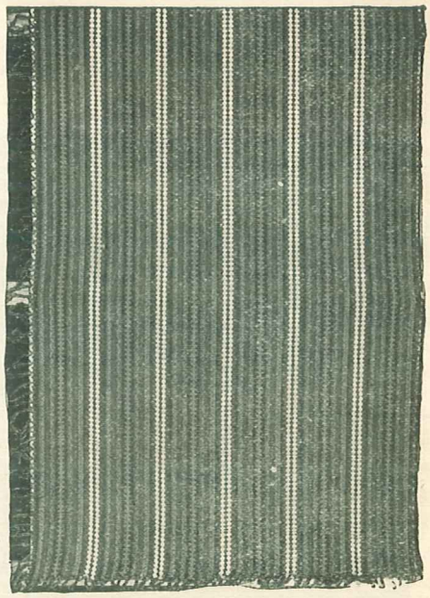
1025 Nottingham Lace Bed Set. Point de Esprit dot design with large motif in center. Has two pillow shams to match. Size of spread 68x80 inches. Size of shams 34x34 inches. Color white. Price complete, spread and shams **$1.19**

1024 Our Beautiful New Nottingham Lace Bed Set—the prettiest lace bed set we have ever shown and the very best value we have ever offered. Has extremely handsome motif in center and fancy ribbon and bow knot border. Spread is 68x80 inches in size, shams to match are 34x34 inches. Color white. Price of set complete, spread and shams.. **$1.98**

Tapestry Couch Covers

7318 Our Swell New Oriental Medallion design Korassan Couch Cover at $3.98—a beauty in every sense of the word, the handsomest cover you will see this season; comes in the true Oriental colorings, light tan, dark tan, olive, blue and claret and in a strictly high-class Oriental design. This cover is 3 yards long and 60 inches wide, is very closely fringed, is of extra fine close weave. On the whole we are safe in saying you could not duplicate the cover elsewhere for less than $6, and even at the higher price we doubt if you would find one that would please you as well. Our price, only **$3.98**

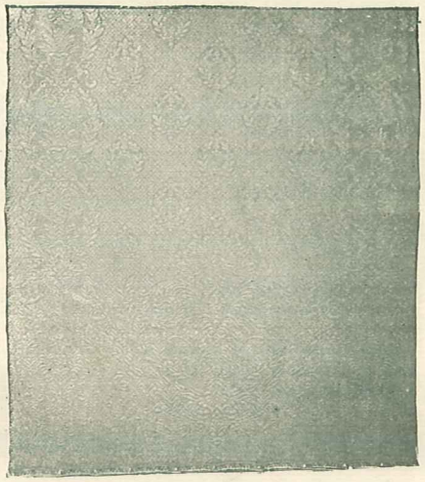
7317 Our extra heavy weight Bagdad Couch Cover is shown in an illustration above and represents exceptional value for the money. It is a strictly high-grade cover, woven from the best materials, highly finished and full size—60 inches in width and 3 yards long. Starting at the left the cover is striped as follows: Rich brown, olive, wine, sage green and brown, with narrow stripes in tan separating the wider stripes. The colorings are fine, the design artistic and the cover closely fringed on all four sides. Price... **$2.48**



7316 Our rich new Persian Stripe Couch Cover illustrated above is woven from better materials than the average low-priced cover and has more fringe. It is not the lowest priced cover we could offer, but represents the best value for the price quoted. This cover is 3 yards long and 48 inches wide, is finished with fringe on all four sides and is woven in alternate stripes of blue, green, red and ecru. Will harmonize with any furnishings. Price **$1.39**

New Tapestry Portieres

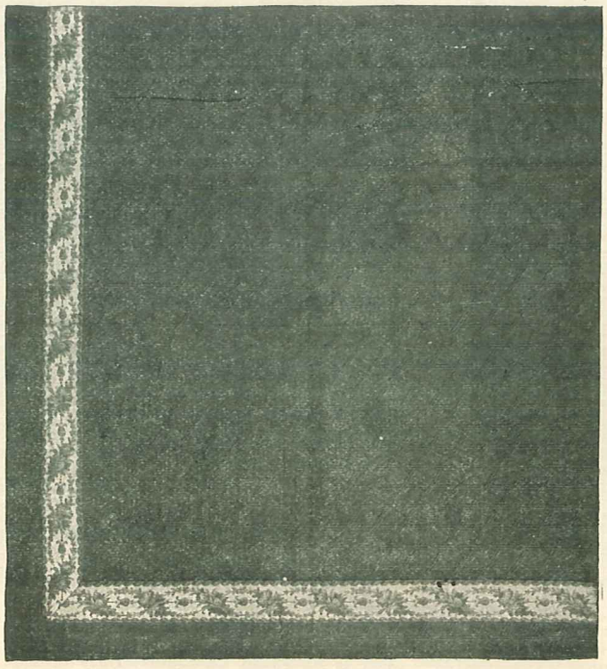
We are naming some very interesting prices on porteries this season and our offerings embrace a pleasing variety of entirely new styles—the very latest things brought out by the leading makers. At any price you choose to pay we give you full value in return for the money expended—rich, attractive hangings that cannot fail to please. All of the portieres illustrated and described can be furnished in a variety of colorings to harmonize with your paper and other room furnishings and where the matter of selection is entrusted to us we guarantee to please you quite as well as if you made the selection yourself in person. These Tapestry Portieres are decidedly popular as a drapery for single or double doors, arches, etc., and they also serve a practical use, by shutting off one room from another where doors are not used. The prices quoted are in each instance for a pair of portieres (two portieres of the same kind), and we DO NOT break pairs under and circumstances.



No. 7301 Tapestry Portiere $6.75 a Pair

7301 Our very finest Duplex full mercerized Tapestry Portiere. See illustration on this page. Price per pair..... **$6.75**

Illustration on this page shows our elegant new Duplex full mercerized, silk finished Tapestry Portiere—a hanging of exceptional richness that will be in keeping with the finest furnishings—a portiere that represents splendid value for the money. It is finished with a heavy silk cable cord, and being a duplex curtain, reverses fine, the reverse colors showing on the opposite side. The Portiere illustrated comes in the green and brown combination, showing solid Empire green on the right side and rich tobacco brown on the reverse side. We can also furnish this Portiere in the red and green combination and in the olive and rose combination and all three combinations are equally effective. If you want something especially rich in the way of a Portiere, order this number on our say so—you will not be disappointed. Each portiere is 3 yards long and 50 inches wide. Price per pair..... **$6.75**



No. 7302 Tapestry Portiere $5.25 a Pair

7302 Our New Armure weave bordered Tapestry Portiere. See illustration on this page. Price per pair..... **$5.25**

Our handsome new Armure weave French Gobelin border Tapestry Portiere is illustrated on this page and is one of our best Portiere values for this season. It comes in a heavy new figured Armure weave and in solid colors only, with 3 inch band border of floral design. We can furnish it in three colors, olive green, rich dark red or myrtle green as preferred and each portiere is 3 yards long and 50 inches in width. These bordered portieres are in great favor at the present time and the number we illustrate—our number 7302—is one of the most attractive of the season's offerings. Price per pair..... **$5.25**

7303 Our special new Duplex mercerized Tapestry Portiere. See color plate on page 32. Price per pair..... **$5.85**

This attractive new duplex tapestry portiere comes in the full mercerized finish, has all the appearance and will drape as rich and effectively as a real silk curtain. It is without question the best value we have ever offered at the price quoted. Each portiere is 50 inches in width and 3 yards long, is fringed at bottom with knotted fringe also with 10 inch knotted fringe at top. We furnish this portiere in the handsome olive green and rose combination shown in our color plate on page 32, also in the green and brown combination or in the red and green combination as preferred and in either of the three colorings it is equally pleasing. This portiere reverses nicely and being a duplex curtain where one color predominates on one side the contrasting color predominates on the other. We will accept your order for this portiere with the distinct understanding that if it is not entirely satisfactory to you when received, if it fails to come up to your expectations in any way you can return it to us at our expense and we will promptly and cheerfully refund your money. Price per pair..... **$5.85**

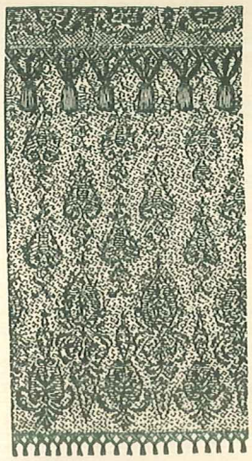
7304 Our heavy weight solid color Rep weave Tapestry Portiere. See colored plate on page 32. Price per pair..... **$4.98**

Our No. 7304 Tapestry Portiere reproduced in colors on page 32 comes in the fine close Rep weave and the all over pattern is brought out in a mercerized finish, giving a silky effect. We furnish this portiere in solid colors only which are very popular now and can supply three different colors as follows: The shade of red shown in our color plate on page 32; olive green, or brown. Each portiere is 3 yards long and 50 inches wide, has knotted fringe at bottom and a very deep knotted fringe at top. As a drapery for single or double doorways, arches, etc., is very rich and attractive and is sure to prove one of our most popular and best selling curtains. When ordering be sure and state color wanted. Price per pair..... **$4.98**

7305 Our Heavy Weight full 50 inch width Tapestry Portieres. See colored plate on page 32. Price per pair..... **$3.75**

Here's remarkably good value for you in a full 50 inch width heavy weight Tapestry Portiere. Just order it and compare it with anything you will find elsewhere for the same money. Each portiere is 3 yards long and 50 inches wide and is finished at bottom with a knotted fringe and at the top with a heavy knotted fringe. While this number is shown in the two-tone brown coloring on page 32, we furnish this portiere in three other color combinations which we think are even more attractive. We can give you the red and green combination, the brown and green combination or the green and ecru combination. This portiere comes in a good close weave and is reversible—both sides can be used to equally good advantage. Price per pair..... **$3.75**

New Tapestry Portieres



7307 Our low priced Leader Tapestry Portiere. See Illustration in black on this page. Price per pair **1.48**

While we think it will be much more satisfactory from your standpoint to purchase one of our higher grade portiers and recommend that you do so, we are equally certain that if you are in the market for a very low priced portiere, you will get the full worth of your money when ordering this new number which we are offering as a special Leader at $1.48 a pair, this season. We furnish this portiere in three colorings as follows: dark red; red and green; olive and rose. Each portiere is 3 yards long and 34 inches wide and is finished at top and bottom with knotted fringe. When ordering kindly mention color you prefer or leave selection to us. Price per pair..... **$1.48**

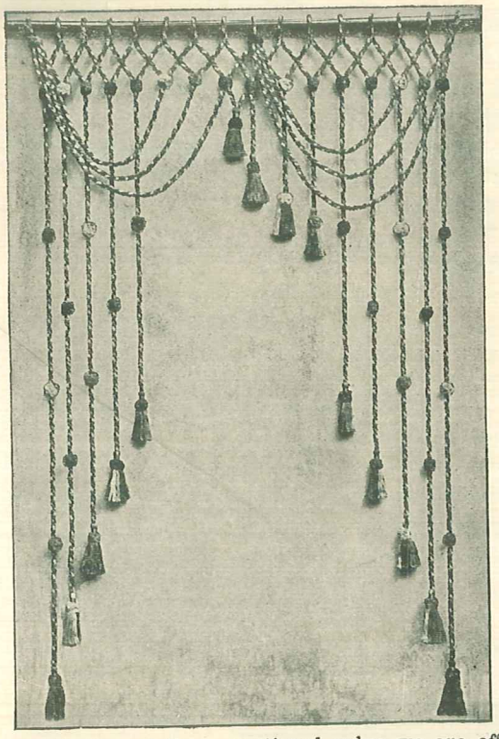
7306 Our Special New floral design Tapestry Portiere. See color plate on page 32. Price per pair..... **$2.69**

Our special new Tapestry Portiere, illustrated in colors on page 32 is of fairly good weight, is perfectly finished and is woven from good materials. It is finished at bottom with fringe and with a heavy knotted fringe at top and is without question the best Portiere value we have ever offered at this low price. We furnish this portiere in three different color combinations as follows: The very attractive red and green combination as shown in plate; the olive and rose combination; the brown and green combination. Each portiere is three yards long and 42 inches wide. When ordering state colorings wanted or allow us to make a selection for you that will harmonize with your room furnishings, and your order will be filled with the understanding that if for any reason our selection fails to please you you can return the portieres at our expense and we will refund the amount you paid for them. That's fair, isn't it? Price per pair..... **$2.69**

Our Complete Line of Rope Portieres

As a drapery for single or double doorways, arches, alcoves, etc., nothing more attractive can be suggested than these new rope portieres. To meet the increased demand for these goods we are showing a more complete line this season than ever before. See colored plates numbers 7308, 7309, 7310, 7311 and 7312, on page 32 for five of the latest styles in these draperies which can be furnished in a variety of colorings.

7308 For colored plate of this new special value rope portiere see page 32. Price **$2.19**



This No. 7308 portiere is made from a good quality of one-half inch chenille cord and is wide enough for any opening up to 6 feet in width. It comes in a full line of colorings and can be furnished in colors to harmonize with your paper, carpets, or other room furnishings. The full length of this portiere is 8 feet, but it can be instantly adjusted for doorways or openings less than 8 feet high or 6 feet in width. Our color plate on page 32 only shows the upper half of the portiere, but will give you a good idea of the drapery and general appearance, although you will have to see the portiere itself to fully appreciate it, and the exceptional value we are offering. This portiere is richly tinseled and has heavy ruffs. Price..... **$2.19**

7309 For colored plate of this very attractive Rope Portiere see page 32. Price **$3.69**

Turn to page 32, color plate number 7309, and you will see this rope portiere with its entirely new style of drapery reproduced in its handsome, dark green and pink colorings. The color plate only shows the top of the portiere and the overhead drapery, but the portiere is full length, being 8 feet long and having seven long ropes on each side of the center in graduated lengths. In width this portiere will extend to cover a six or seven foot doorway or opening, and we can furnish it in a variety of color combinations to harmonize with your room furnishings. We regard it as one of the most attractive styles we have ever offered in a rope portiere. Price..... **$3.69**

7311 For colored plate of this handsome new rope portiere see page 32. Price **$4.50**

This number 7311 rope portiere is shown in our colored plate on page 32, and is a drapery that will add richness to any room, no matter how finely furnished. It is made of three-fourths inch chenille cord, has six long ropes on either side and an effective trellis work drapery at the top, as shown in colored plate. In addition to the pleasing red, green and cream color combination in the illustration we can furnish a dozen or more colorings to harmonize with your room furnishings or room decorations. This portiere is 8 feet long and can be adjusted instantly to any doorway up to 6 feet in width. It is a portiere you can order with confidence, for it will surely please you. Price **$4.50**

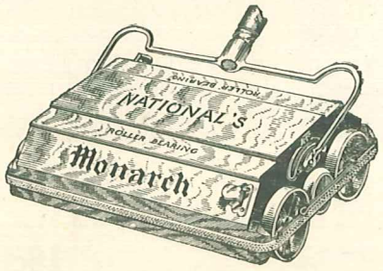
7312 Our Extra Heavy Velvet Rope Portiere. See colored plate on page 32. Price **$5.00**

Our Heavy Velvet Rope Portiere—something very new and decidedly attractive in a high-grade rope portiere. This portiere is 8 feet in length and will extend to cover any doorway up to 6 feet in width. Can be instantly adjusted to shorter or narrower openings. Our color plate on page 32, No. 7312, shows this handsome rope portiere in its rich dark green coloring, relieved at intervals with touches of red. We also furnish it with the red predominating relieved with green. The solid inch cord, the heavy tassels and the effective drapery in this portiere all go to make up a Rope that is entirely new and entirely different from anything we have heretofore shown—a portiere heavier, handsomer, richer in appearance than any you can purchase elsewhere for the same or even considerably more money. Price..... **$5.00**

7310 For colored plate of this effective rope valance see page 32. Price **$1.69**

This entirely new and pretty rope valance is shown in color plate number 7310 on page 32, and is equal in quality and appearance to draperies that usually retail for $2.50 each. At an alcove or for a hanging at either a single or double doorway it makes an effective and inexpensive drapery. The valance is made from one-half inch ropes and should not be confused with the many thin, stringy valances sometimes offered at or near this same price, for it is better in every way. We can furnish this valance in the red and green colorings shown in the colored plate, and also in many other colorings to harmonize with your room furnishings. Price **$1.69**

Guaranteed Carpet Sweepers



7314 A thoroughly guaranteed and well finished sweeper that will do the work. Has roller bearings, all improvements, good bristles brush and will last for years. Order and use for thirty days and if not highly satisfactory we will refund your money. Price **$2.50**

Window Shades, Curtain Poles, Hardware *and* Sundries

All Stock Shades are 36 inches Wide

Shades narrower than 36 inches have to be cut down from the regular 36-inch width shade. Shades wider than 36 inches have to be mounted on heavier rollers and made expressly to order out of heavier cloth, making them cost more proportionately.

Measurements Given on Stock Shades

are not actual measurements—the width is correct, but an allowance of about 6 inches must be made on the length. For instance, a 6-foot shade will usually measure about 5 feet 6 inches in length; a 7-foot shade will measure about 6 feet 6 inches in length. You should remember this when ordering.

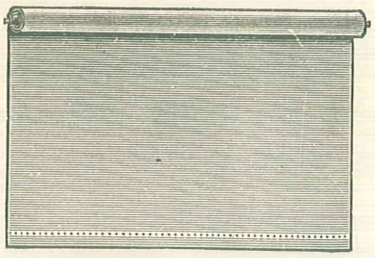
Light Green, Dark Green and Dark Olive

are the most popular colors in shade cloth—more of the dark green being sold than any other color.

We Require Cash in Full on All Shade Orders

Prices given include brackets and slats.

Opaque Window Shades



No. 99. 3x6 feet cloth window shades, mounted on good spring rollers, plain, as per illustration, a good serviceable shade. Price, complete with brackets and slats, each..... **25c**

No. 98. Same quality as No. 99, but 3x7 feet in size. Price, complete with brackets and slats, each..... **30c**

No. 97. Good Quality Oiled Cloth Window Shades

3x7 feet in size, mounted on good rollers. Price, complete with brackets and slats, each..... **49c**

For cutting numbers 99, 98 or 97 shades down to less than 36 inches in width we charge per shade..... **5c**

Special Order Shades

are made expressly to order from the very best quality of hand finished, oil, opaque cloth. When ordering, state whether measurements are cloth or roller measure. Cloth measure means the width you want the cloth to be. Roller measure means from extreme end to end of tips of rollers. The table below gives the sizes in most common use. If you require something different write us. Our Special Order Shades are all mounted on genuine Hartshorn rollers.

Actual Length in Feet	Width of Shades Cloth Measure					
	38 in.	42 in.	45 in.	48 in.	54 in.	63 in.
4 Feet	$ .51	$ .80	$ .84	$ .94	$1.10	$1.37
5 Feet	.60	.90	.94	1.06	1.25	1.52
6 Feet	.67	1.00	1.05	1.19	1.40	1.71
7 Feet	.74	1.10	1.16	1.31	1.55	1.87
8 Feet	.81	1.20	1.27	1.44	1.69	2.04
9 Feet	.88	1.37	1.40	1.64	1.97	2.34
10 Feet	1.06	1.47	1.57	1.75	2.13	2.51

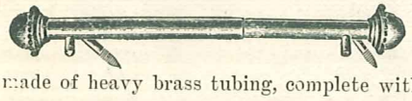
No. 3601. Extension Sash Rods

for sash curtains. Extends from 24 to 44 inches, made of two brass tubes, one hollow, the other solid, making rod strong and durable, furnished complete with brackets.
Price **4c**

No. 9841. Extension Sash Rod

for sash curtains, like illustration, adjustable, extends from 24 to 44 inches, highly polished tube, can be used inside or outside the casing of the window, made of two brass tubes, one sliding into the other, complete with brackets.
Price **8c**

No. 1641. Extension Brass Rod



for Lace Curtains, adjustable, extends from 30 to 54 inches, wide enough for any ordinary window, made of heavy brass tubing, complete with brackets. Price..... **9c**

No. 1642. Extension Brass Rod

same as No. 1641, but extends from 40 to 78 inches for extra wide windows, complete with brackets.
Price **18c**

No. 012. Cottage Curtain Pole

for Lace Curtains, 4 feet long antique oak finish, furnished complete with brackets, ¾ inch in diameter.
Price..... **10c**

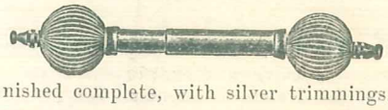
No. 013. White Curtain Pole

corrugated pole, enamel finish, ¾ inches in diameter, 4 feet long, comes with fancy silvered ball ends, complete with trimmings.
Price **10c**

No. 056. Our Banner Rod

white enamelled corrugated curtain pole, comes with large silvered end trimmings having polished gilt rosette band, ¾ inch pole, 4 feet in length, complete with trimmings and brackets as shown in illustration. Price..... **23c**

No. 2361. Extension Brass Rods



like illustration, for Lace Curtains, adjustable, extends from 30 to 54 inches, fancy silvered corrugated ends furnished complete, with silver trimmings. Price..... **12c**

No. 2362. Extension Brass Rods

same as No. 2361, but exteds from 40 to 78 inches for extra wide windows, complete with trimmings and brackets. Price..... **24c**

No. 002. Pole Sockets

for fastening on the casing of doorways, etc., to hold up poles, polished brass, durable and simple, for 1-inch pole.
Price per set **7c**

No. 003. Pole Sockets

same as 002, but for 1⅜-inch poles. Price per set..... **7c**

No. 004. Antique Oak Finished Pole

1 inch in diameter, any length wanted up to 12 feet long.
Price per foot..... **4c**

No. 005. Antique Oak Finished Pole

1⅜ inches in diameter, any length wanted up to 12 feet long.
Price per foot..... **4c**

No. 474. Shade Rings

1¼-inch size, very strong, to fasten on bottom of window shades.
Price each **2c**

No. 475. Upholstery Tacks

for chair seats and other upholstery work, brass heads, 50 in a box. Per box **5c**

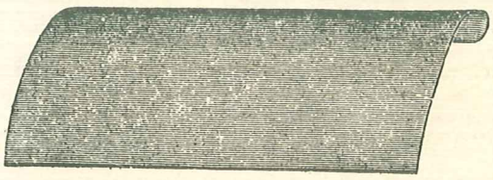
No. 71. Brass Tassel Hooks

nicely polished for fastening lace or Tapestry curtain loops to, when draping back the curtains. Price, each..... **3c**

No. 72. Lace Curtain Loops

for holding back lace curtains when draped, white, washable.
Price per pair..... **10c**

No. 299. Stair Pads



For use under stair Carpets, padded with cotton—nosing to go around steps and protect the carpet. These make the carpet very soft to the tread—come in two sizes—19 inches wide and 24 inches wide.
Price **10c**

No. 299. Wood Stair Rods

Like illustration—comes 30 in. long—complete with screws. Price each **5c**

No. 295. Picture Moulding Hooks

for hanging pictures on room moulding—brass plated—heavy
Per dozen **6c**

Our New Department of Sewing Machines

A Good Sewing Machine is Needed

in every home, it's a real household necessity and in our new Telfer Models A, B, and C. Machines, which are made expressly for us by one of the oldest, largest and best equipped sewing machine factories of this country and which are sold to you from factory direct; we give you machines which are equal to any produced—machines which are guaranteed for ten years but will wear a lifetime

We Do Not Pay Freight on Sewing Machines

Nor can they be included when making up an order under the provisions of our general freight proposition on front inside cover page of the catalog, owing to the fact that the machines are not shipped from Des Moines, but from our factory near Chicago from which point the purchaser pays the freight. The freight charges on machines are not high, however, averaging about as follows: 100 to 200 miles, 25c to 50c; 200 to 500 miles, 50c to 85c; 500 to 1,000 miles, 75c to $1.25, per hundred pounds, greater distances more.

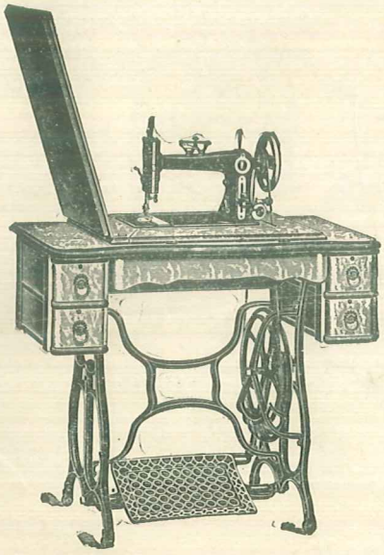
Our Guarantee with Every Sewing Machine

You can order any machine we catalog with this positive understanding and agreement. If when the machine is received by you and carefully examined in your home, it is not entirely satisfactory, if it fails to come up to your expectations in any way, if you are not convinced that it is a real bargain at the price you paid for it and that you have saved money dealing with us, you can return the machine to us, and we will refund the amount you paid for it together with all transportation charges.

Our Further 30 Day Trial Offer

If after using the machine thirty days and after trying it in every way, you are not just as well or even better pleased with your purchase you can still return the machine as above. This in addition to our general guarantee for ten years' wear and service, which fully covers every machine we offer. You run no risks, take no chances, for we assume full responsibility in the matter of pleasing you and either do so or refund your money.

Our New Empire Drop Head Machine at $10.45



No. 620. Only $10.45 For This New

five drawer drop head machine, all complete, ready to operate, with full set of steel attachments, shipped to you direct from our large factory near Chicago, with a binding ten-year guarantee, at a very decided saving in price over what you would pay your local agent or dealer—a saving of just about one-half.

Not a Strictly High Grade Machine

and not offered by us as such—not a machine as desirable as our higher grade A, B, and C, Models, yet a machine that will do all kinds of work and do it better than many machines for which more extravagant claims are made, a machine that will answer every purpose where a low-priced general service machine is wanted, at a price which is only possible from the fact that we entirely eliminate all dealers' and agents' profits, as well as all unnecessary selling expenses and ship to you from the factory direct.

The Furniture of This Machine

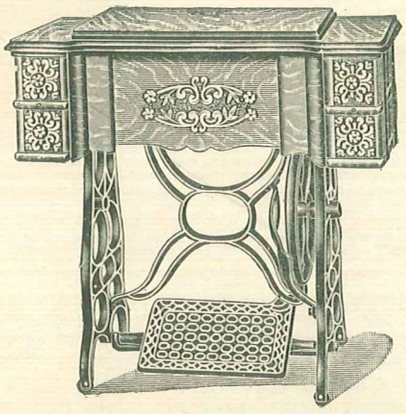
is of selected oak with quarter sawed lid, finished in dark golden oak, with high gloss finish. The head of the machine is full size and high arm and is fully guaranteed for ten years. The machine is equipped with cone bearing balance wheel and the pitman is directly attached to bell crank axle, transmitting power to the center of the wheel and insuring easy motion.

While This Machine Represents Exceptional

value at our very low $10.45 price we always recommend that you purchase one of our higher grade Models, which are just as good values, for the money, and which also have higher grade mechanism, finer finish and more perfect adjustment throughout and will for that reason prove much more satisfactory in the long run.

620 Shipping weight 100 pounds, Price, complete with all attachments f. o. b. factory near Chicago..... **10.45**

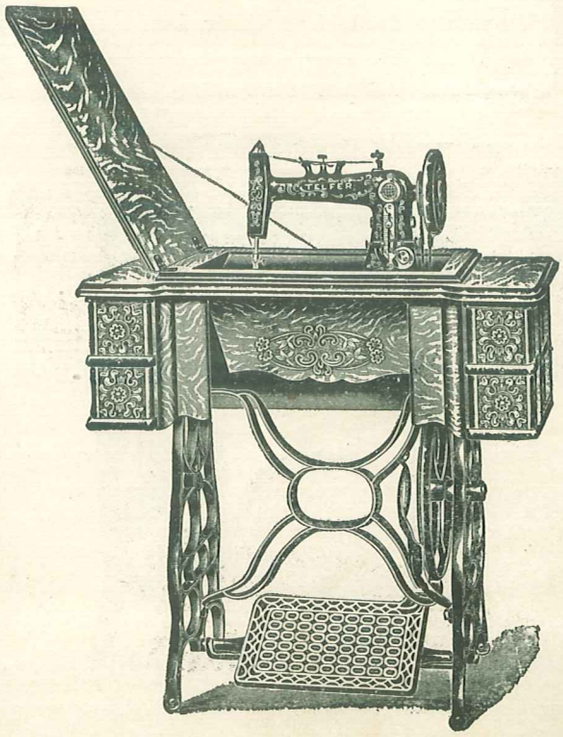
Our Special High Grade Model C Machine at $15.85



Four Drawer, Drop Head Automatic Lift. Apron Front, Ball Bearing, Quarter Sawed Oak, Handsomely Ornamented all the Latest Improvements Guaranteed 10 years, will wear a life time

No. 820. The Best Medium Low Priced Machine

on the market. Equal to machines which are sold by dealers and agents for double our price and superior in construction and finish to machines which are frequently catalogued up to $20.



Our New Model C Drop Head

machine, is a four drawer, automatic lift machine equipped with our entirely new and greatly improved ball bearing device and steel pitman and with all the latest improvements. It is sold to you on a binding ten-year guarantee, but will last a lifetime, meeting every possible requirement of service.

The Cabinet Work of This Machine

is of quarter sawed oak, dark golden finish, hand polished with apron and drawer fronts handsomely carved—a sightly machine—a durable machine and one that will certainly be in great demand at our special factory-direct-to-you-$15.85 price.

Order it, Try it Thirty Days

subject it to every possible test, and then if you are not more than satisfied with your purchase, if you are not fully convinced that this machine is a remarkable value and equal to many machines which are sold for double our price, return the machine to us—there is no harm done, your money and transportation charges will be refunded.

820 Complete with all attachments. Weight, crated, 115 pounds. Price f. o. b. factory near Chicago..... **$15.85**

Our New Strictly High Grade Six Drawer Model B Machine $20.45

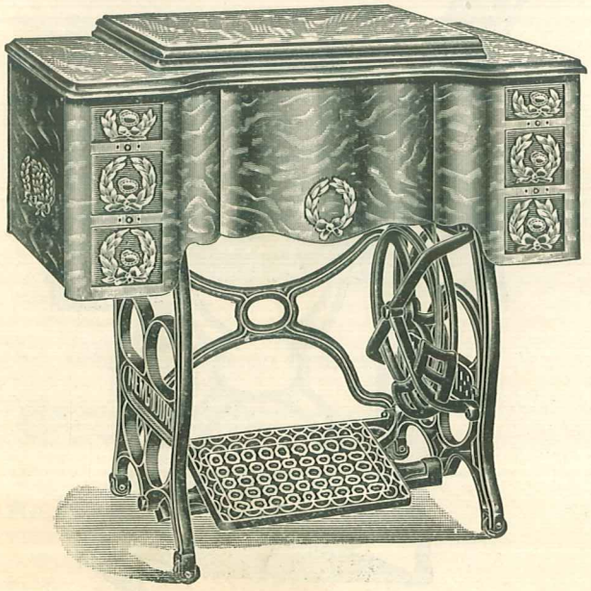
Latest Style
Entirely New Design
Six Drawer
Swell Apron Front
Automatic Lift
Ball Bearing
Quarter Sawed Oak
Hand Polished

Fully Guaranteed for Ten Years
Will Wear a Life Time

No. 430. For $20.45, Just About one-half What Your Cash Dealer

will charge you and just about one-third of the $60.00 installment price usually asked for a machine having the same high grade mechanism, equal finish and equal construction throughout, we offer you this new and strictly high grade Model B Sewing Machine, with an absolute ten-year guarantee of satisfactory service. You can order it, try it, use it for thirty days and if at the end of that time you are not fully convinced that we have saved you a whole lot of money and have given you a really superior machine in every way besides, return the machine to us and the amount you paid together with transportation charges will be refunded.

Representing the very highest type of sewing machine construction. High grade mechanism. Perfect adjustment. Equal to machines sold by cash dealers at $35 to $40.



This is a Machine We Recommend

in preference to all others. It represents the very highest type of sewing machine construction, and there are fewer parts used in its construction than any other machine. Simplicity means durability—it means a machine less liable to get out of order in every-day use.

The Head of This New Model B High Grade

machine is full high arm and length, it is as finely adjusted as a watch. The materials used are the best obtainable and the machine is adjusted by the most expert mechanics. It has a positive four motion feed without a spring, has fewer parts than any other lock stitch machine, all bright parts are nickeled over copper, the enameled parts are handsomely decorated, has all the latest improvements, such as self-threading shuttle, tension liberator, automatic bobbin winder and is equipped with the best ball bearing device ever used in connection with a machine.

Each End of the Pitman Used in This Machine

is **full ball bearing,** making it the lightest running lock stitch machine ever built. The cup cones and steel balls are made of the very best **tool steel,** the cones being adjustable so that they can be adjusted to a nicety, reducing the friction of the stand to a minimum.

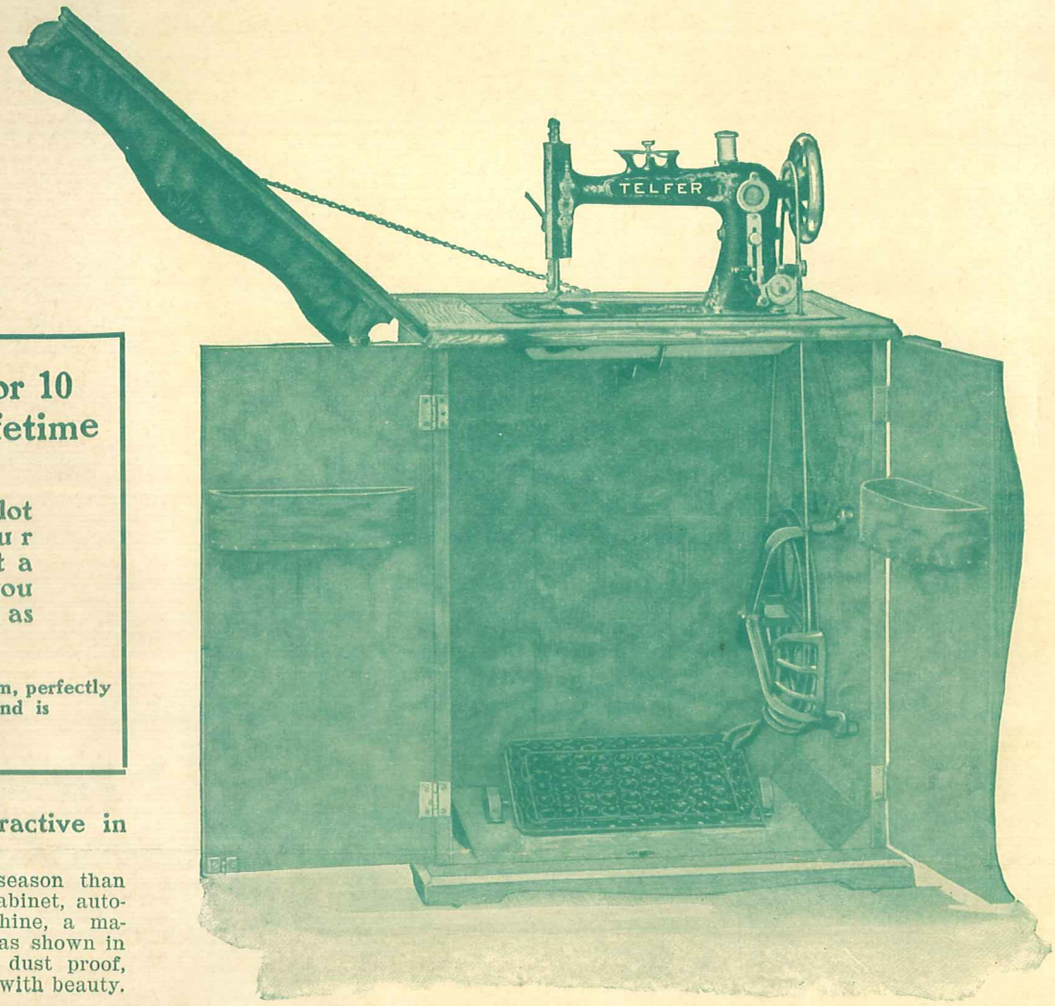
The Cabinet Work of This New

6 drawer drop head, automatic lift, ball bearing machine is made from especially selected quarter sawed white oak finished in a rich golden oak, with a high rubbed piano finish, having beautifully carved fronts and ends. The drawers are enclosed in drawer cases which are thoroughly dust proof, the ends of the cases being very finely carved, as is the swell apron front as shown in the illustration, in fact this machine throughout is all that you could possibly ask or desire if you are looking for a strictly high grade machine—a machine that will give you the best of satisfactory service, here is one that will be sure to please you—and it would be simply out of the question for us to quote you this low price except by selling from the factory direct.

No. 430 Complete with all attachments, as shown above. Shipping weight, crated, 135 pounds. Price f. o. b. factory near Chicago..... **$20.45**

Our New High Grade Cabinet Machine at $21.85

Double Door
Automatic Lift
Ball Bearings
Cabinet Machine



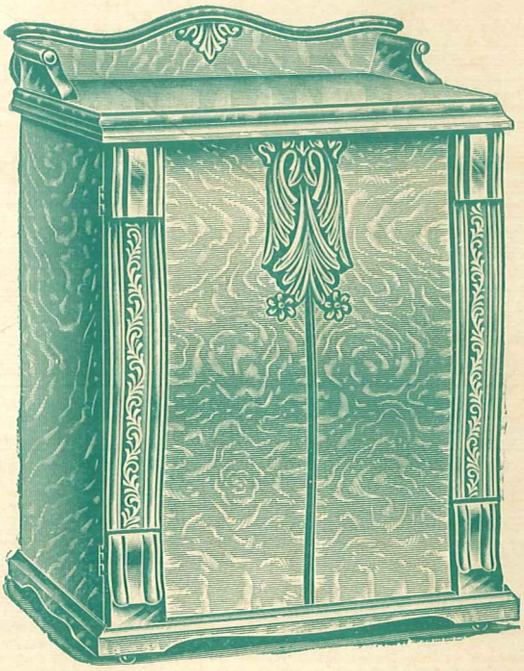
Fully Guaranteed for 10 Years, Will Last a Lifetime

You can pay a whole lot more money than our $21.85 price and not get a better machine, but you can't pay less and get as good.

New, up to date, of superior mechanism, perfectly adjusted, will do perfect work and is an ornament to any home

No. 910. Nothing More Attractive in the Way

of a machine will be offered this season than this our new Model A double door cabinet, automatic lift, ball bearing sewing machine, a machine and writing cabinet combined, as shown in our illustration, absolutely dirt and dust proof, combining in a marked degree, utility with beauty.



No. 910 Closed

Aside from its Practical Features

as a machine it has the appearance when closed of a handsome ladies' writing cabinet of symmetrical outline and artistic design which will serve as an ornament in any room. The cabinet work of the machine is made of selected, highly figured quarter sawed golden oak, with a hand rubbed, highly polished finish equal to that put on the better grades of furniture.

In Construction, in Mechanism, in Every Detail

that goes to make up a strictly high grade and perfect machine, this our new Model A cabinet machine is all that could possibly be desired. It has all the latest improvements, has our new improved ball bearing device which makes it one of the easiest running machines ever constructed, also has self threading shuttle, tension liberator and automatic bobbin winder.

It is in Fact Just Such a Machine

as sewing machine agents in all parts of the country would ask you to pay about $60.00 for, but by selling to you direct from the factory, by adding only our one single profit to the actual cost of production of this machine, we are in position to quote you this $21.85 price—a price just about one-third of what is usually charged, giving you at the same time a machine that will do absolutely perfect work, and one that we put out with a binding guarantee for ten years' service.

If You Will Order This Machine from Us

we will place it in your home and use it thirty days, testing it in every possible way on all kinds of work, we know that you would not care to part with it for double our price, and we know further that you will concede the machine is one of the highest class and easiest operated machines you have ever seen or used. Our illustrations on this page will serve to give you a very good idea of this machine, which is certainly a beauty and we wish to call your special attention to the fact that the low $21.85 price we quote you not only covers the cost of the machine, but also a complete set of steel attachments, as well, also one dozen assorted needles, five bobbins, one oil can, filled, wrenches, screw drivers, etc.

No. 910 Complete with all attachments. Shipping weight, crated, about 135 pounds. Price f. o. b. factory near Chicago..... **$21.95**

THE HOMESTEAD CO., JOB DEPARTMENT DES MOINES